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The Inland Printer

DECEMBER ★ 1947

ANNUAL DIRECTORY ISSUE

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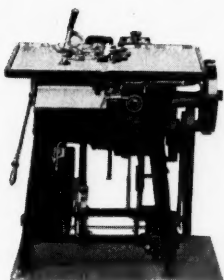
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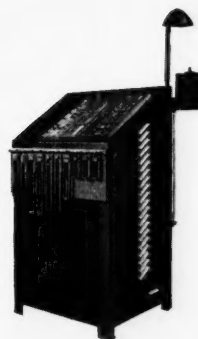


NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • ST. LOUIS • CINCINNATI • ATLANTA • SAN FRANCISCO

LUDLOW



The Ludlow produces high quality slugline job and display composition from 4 point to 96 point; also figures and alphabets up to 240 point, cast as individual characters, lengthwise of the slug.



The Ludlow Universal Matrix Cabinet contains twenty cases and is designed to accommodate all sizes of matrix fonts in normal case arrangement. Either right or left-hand pull.



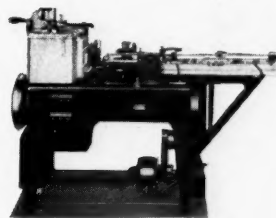
The Ludlow Standard Angle-Top Matrix Cabinet meets the ordinary requirements of most composing rooms. This cabinet contains twenty cases, with either right or left-hand pull.



The Ludlow Shell-Hi Slug Shear removes the slug shank from the Ludlow slug-head, converting it to a one-line plate to use with shell-cast stereotypes, and for last minute corrections.



The Ludlow Supersurfacers trims a micrometric skin-cut off the face as the Ludlow type slug is fed through it. This facilitates quality printing on any paper stock, reducing press makeready.

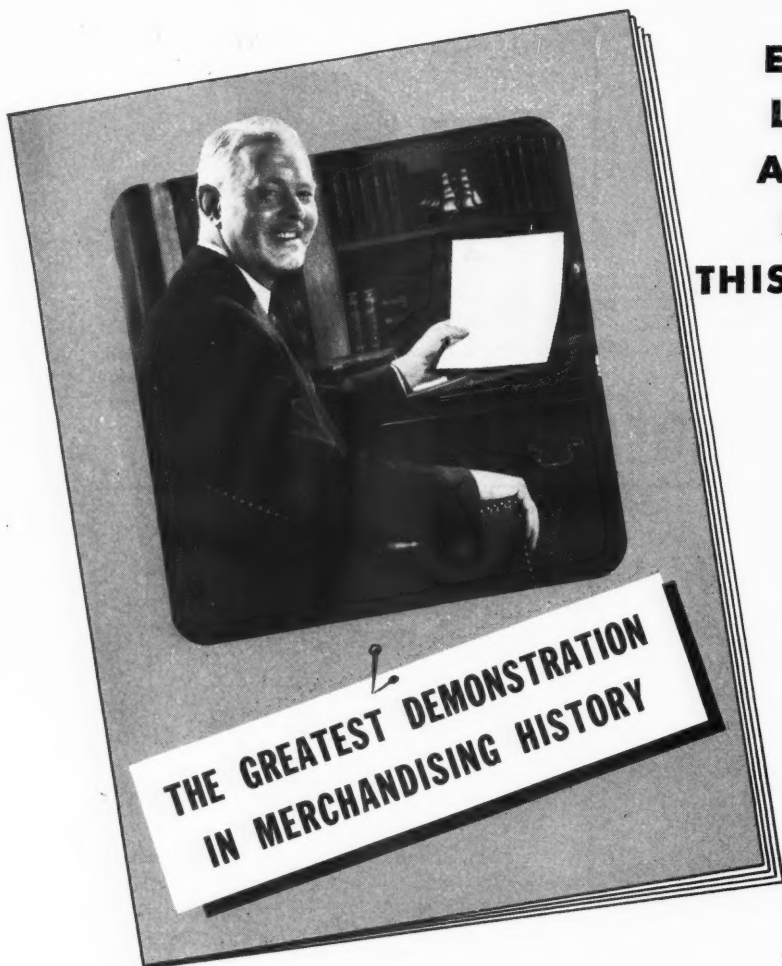


ELROD

The Elrod provides leads, slugs, rule and base material from 1 point to 36 points in thickness. Elrod material is free from brittle breaks or welds and is produced as one continuous strip of metal.

Ludlow Typograph Company 2032 Clybourn Avenue, Chicago 14, Illinois

Published monthly by Maclean-Hunter Publishing Corporation, 309 West Jackson Boulevard, Chicago 6, Illinois. Subscription, \$4.00 a year in advance; single copies 40 cents. (Send Canadian funds—\$4.50 a year; single copies, 45 cents—to The Inland Printer, Terminal A, P. O. Box 100, Toronto.) Foreign \$10.00 a year; three years, \$20.00. Entered as second-class matter, June 25, 1885, at the Post Office at Chicago, Illinois, under Act of March 3, 1879. Copyrighted, 1947, Maclean-Hunter Publishing Corporation.



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Bird & Son East Walpole, Mass.
Alfred Bleyer & Co. Brooklyn, N. Y.
Brooks Banknote Co. Springfield, Mass.
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Consolidated Paper Corp. Ltd. Montreal, Canada
Continental Lithograph Corp. Cleveland, O.
The Cornwall Press, Inc. Cornwall, N. Y.
Crawford Press, Inc. So. Weymouth, Mass.
Crocker McElwain Company Holyoke, Mass.
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Neely Printing Co. Chicago, Ill.
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Pantograph Prtg. & Stat. Co. Bloomington, Ill.
Paterson Parchment Paper Co. Bristol, Penna.
The Plimpton Press Norwood, Mass.
Prospect Press, Inc. New York, N. Y.
Public-Press-Limited Winnipeg, Can.
The A. H. Pugh Printing Co. Cincinnati, Ohio
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Russell's Ry. & Motor Bus Guide Co. Cedar Rapids, Iowa
The Shelby Sales Book Co. Shelby, Ohio
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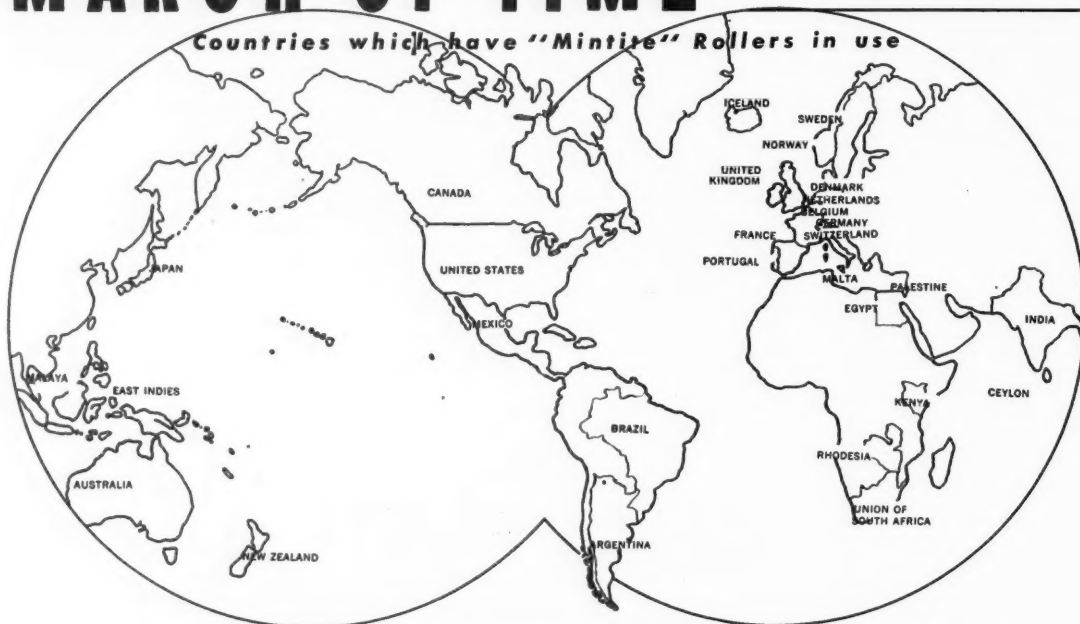
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1898-1947



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The Inland Printer

Leading Business and Technical Journal in the Printing and Allied Industries

VOL. 120 • DECEMBER 1947 • NUMBER 3

Leading Articles for You This Month

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HOLDFAST* HALFTONE BLACKS — Superior inks for cleaner printing of halftones. Will dry in 4-6 hours without application of heat, and much faster with heat. Formulations for every type of press work and for special processes requiring non-rub, non-scratch, and hard-drying properties.

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GEMTONE* INKS — Fast drying inks developed for use on sheet-fed rotary presses. Dry without special heat equipment, develop a noticeably bright, clean color and high finish.

CARTON INKS — For folding and set-up cartons and packages.

BAG INKS — For printing on cotton bags for sugar, flour and other materials. Also wash-out inks which may be removed easily by washing. Fast drying inks for paper bags.

ANILOX* — New pigmented aniline inks for better fastness to light and sharper printing on plain or coated paper, board, cellophane, glassine, acetate, foil, and other materials. Even fine type can be printed clearly with Anilox inks used in the Anilox system.

INKS FOR ALL TYPES OF PACKAGING

— Inks for printing on can labels; cigarette and bread wrapper inks; metal decorating inks for cans, bottle caps and other metal surfaces; fast drying inks for bags.

NEWS INKS — Web press colors for all types of color newspaper printing, including run-of-paper color, and halftone and process colors. Wide range of news blacks, rotary press inks.

VAPOSET* — Odor-free inks that set instantly in the presence of moisture. Ideal for food wrappers and packages. Also print on moist, warm corrugated board.

OFFSET BLACKS — Newly formulated offset blacks press-tested to produce full, deep tones and clean, sharp prints under varying press conditions, and on all commonly used stocks.

OFFSET COLORS — Inks which have been developed specially for better color printing on all types of paper stocks and other materials.

IPI TRI-METAL PLATE — New long-life offset plate lithographs press runs of a half-million impressions or more with remarkable uniformity. Last impression lithographs as strong, clean, and sharp as the first impression.

VAPOLITH* — Quick-drying inks for high-speed, web-fed offset presses.

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OVERPRINT VARNISH — Quality finishes for all overprinting work.

*Reg. U. S. Pat. Off.

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● Great are the rewards, both honorary and monetary, that befall the sponsor of effective sales messages.

The printer who uses Chillicothe Offset Paper gets away to a flying start on a press run that can reflect credit on his customer's business and his own good taste. Chillicothe Offset tells a story of quality with a tone of conviction.

Most pressmen say that Chillicothe's close control over the moisture content of this Offset stock permits them to run it without hanging. Never a worry about shrink, stretch, curl, or lint.

Cross-breeding enamel and offset advantages gave birth to the truly aristocratic stock of Chillicothe Offset.

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CHAMOIS TEXT • CHILLTINTS

GREETING CARD PAPETERIES

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"Chillicothe Papers make the best impression"

THE CHILlicothe PAPER CO.

CHILlicothe, OHIO

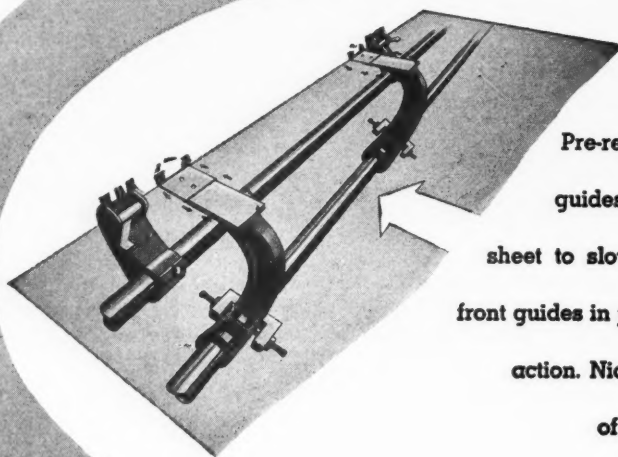
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willard **OFFSET PRESS**

*Registers with
Lithographers*



Pre-register slow-down
guides meet and transmit
sheet to slow stop square to
front guides in positive dependable
action. Nicking and denting
of sheets eliminated.

THIS IS ONLY ONE
OF THE MANY
IMPORTANT FEATURES



FOR COMPLETE DETAILS SEND
FOR BOOKLET. CLIP THIS COU-
PON TO YOUR LETTERHEAD.



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ELECTRIC BOAT COMPANY
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This superior product . . . sold at uncoated prices . . . continues to be fine coated paper and needs no other name.



Consolidated Coated ***Papers*** { **PRODUCTION GLOSS** **MODERN GLOSS**



Outstanding in a recent issue of Chain Store Age was an advertisement of American Thread Company which featured the above photograph.

With their highlights and shadows and myriad of tone gradations, yarns and woolens are difficult to reproduce in print. The clean, smooth enameled surfaces of Consolidated Coated Papers are ideally adapted for such

printing . . . reproducing such products with the striking reality which sells merchandise.

Chain Store Age is one of many important publications regularly printed on Consolidated Coated Paper.

Manufactured in weights down to 45 pounds, Consolidated Coated Papers meet almost any printing need.

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WISCONSIN RAPIDS, WISCONSIN

Five Branches

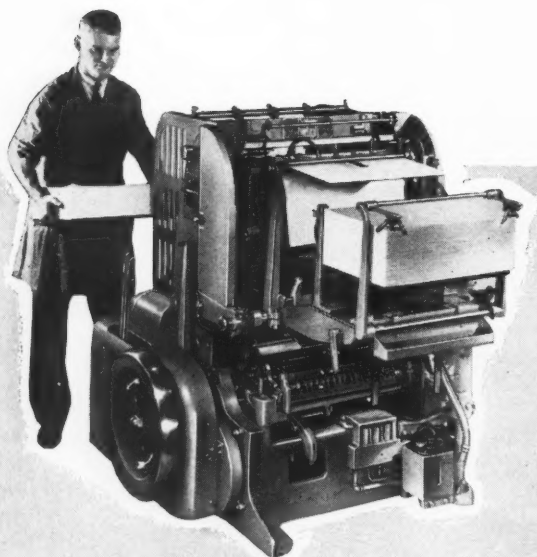
HEAD OFFICE
121 N. LA SALLE ST., CHICAGO 2

Miehle

Conditions in the printing industry today demand new highs in printing press efficiency to enable printers to produce quality printing at a reasonable margin of profit. As in the past, the latest Miehle Presses meet—and exceed—this challenge.

We are proud to present here, in quick review,

letterpresses

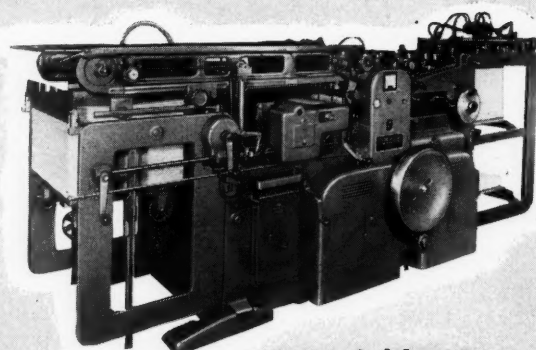


Improved V-50 Vertical...

Latest model of the famous Miehle Vertical, the Improved V 50 brings you refinements that make even lower production costs, faster runs and changeovers possible on the press that has been called "the fundamental necessity in every pressroom." Speeds from 3,000 to 8,000 impressions per hour . . . Sheet sizes from 3 1/4" x 5 1/2" to 14" x 20". Any paper handled, from thin manifold to light cardboard, with minimum adjustment. Improvements include even greater accessibility, refinements in inking and register, automatic lubrication, and added safety devices. A new booklet on the V-50 Vertical is available on request.

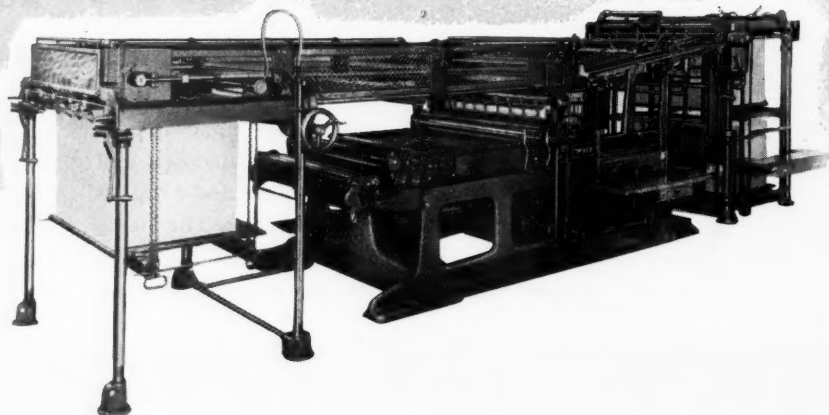
Larger Letterpress Equipment

The "big" Miehle flatbed presses are back! . . . Refinements of design throughout assure printers of more sheets of fine printing every day, on Miehle Automatics with the same quality construction that has been traditional for more than half a century. All these presses are equipped with the new, simplified Dexter Feeder and most models have chain delivery.



New Miehle 29...

A new 22" x 28" Miehle that is already making production records in leading printing plants. Designed for quality printing at conservatively-rated speeds from 2,500 to 4,500 impressions per hour, with a new Dexter-Feeder that shifts from sheet-by-sheet to stream feeding at the touch of a single lever; plus positive-register sheet transfer mechanism and chain delivery . . . Replaces the widely-known Miehle Horizontal, and provides printers with an ideal companion press for the Miehle Vertical. Ask for the completely illustrated booklet: "The Miehle 29 Letterpress."



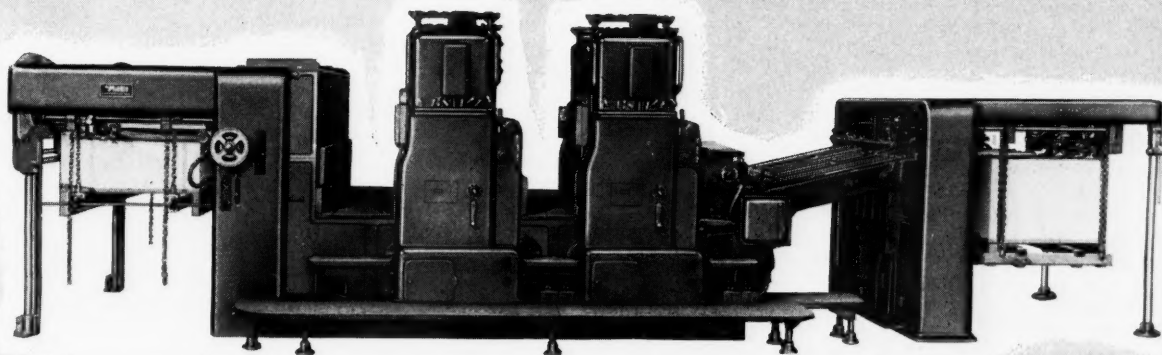
Press No.	Largest Sheet	Rated Speed
Single-Color		
41	28 x 40 1/2	3,000
46	32 x 45 1/2	2,800
56	41 1/2 x 56	2,250
5 0 Special	45 1/2 x 67 1/2	1,750
7 0	49 1/2 x 73 1/2	1,600
Two-Color		
41 TC	27 x 40 1/2	2,800
46 TC	32 x 45 1/2	2,500
0 TC	38 x 55 1/2	1,700
6 0 TC	46 1/4 x 69 1/2	1,500
Perfector		
5 0	45 x 68 1/2	1,600

...newest products of Miehle

presses

some of the outstanding new and improved Miehle Presses. We will be glad to provide any additional information you would like to have on any of these Miehles, and your Miehle Representative is ready and willing to discuss facts and figures on your particular press requirements.

offset presses



Miehle 61 and 76...

Two new Miehle Offset Presses are setting new standards for high-speed, low-cost offset production . . . Both the 61 (42" x 58" maximum sheet) and the 76 (52" x 76" maximum sheet) are built on the Miehle Unit Construction principle so that either single or multi-color presses are available with the same compact basic press design . . . And additional color units may be added

at any time after the press is installed. Speed at register is 6500 on the 61; 6000 on the 76 . . . New methods of feeding, registering, and delivering the sheet, plus simplified, efficient design throughout, make for top quality at higher speeds, faster changeovers between jobs and fewer stops during runs. Write for illustrated booklet: "The New High Production Miehle Offset Presses."

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Chicago 8, Illinois

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Old Colony Newspaper

A ROUNDUP
OF ENVELOPE NEWS AND
INFORMATION OF VALUE
TO PRINTERS

NUMBER
FOUR

PUBLISHED BY OLD COLONY ENVELOPE COMPANY, WESTFIELD, MASS.
Envelope Makers for Brown, Eastern, Hurlbut, Mead, Rising, Strathmore, Valley and Warren

DECEMBER
1947

UNDER THE FLAP

By S. GUY ASHLEY
Vice President and Sales Manager

Letter writing, so I'm told, is a science and an art. Its rules are multitudinous . . . as for me, well, my rules are few. I just sort of climb into the envelope and have a personal chat. This may not be according to Hoyle, but at least it's my way of doing it.

Writing a column, I find, is much like writing a letter — it's a good place to have a personal chat, too! And this month it's definitely personal — to all of you "Season's Greetings." Though it has been a tough year for everybody, perhaps it has helped make us wiser and better equipped for the future.

Thinking of the year ahead — my most sincere wishes for Health, Wealth and Prosperity, and I hope, by your insistence on Old Colony products, your wealth and prosperity may be (I might say will be) increased.

The future, to be sure, is somewhat clouded . . . most of all by the terrible feeling of insecurity throughout the world. Here in our United States we may still have to make sacrifices; but, no matter how severe the test may be, we must not be found wanting! So, with hope, faith and charity as our guide, I send to one and all —

Heartiest Best Wishes
of the Season

THREE CHEERS FOR THE NUMBER 9's

FIRST CHEER: #9 envelopes are specifically designed to carry 8½ x 11 letterheads —

SECOND CHEER: Quicker delivery and lower cost than the #10's —

THIRD CHEER: The #9 envelope (3⅞" x 8⅞") is the correct return envelope for enclosure in a #10 (4⅞" x 9½").

. . . you can give another cheer, if the #9 is Old Colony made . . . a cheer for quality!

THE ART OF MAKING SUPERIOR ENVELOPES

CUTTING ENVELOPE BLANKS

Fourth in a Behind-The-Scenes Series
About Envelope Manufacture

An envelope before it's folded and gummed is called an envelope blank. To make the die cut the blanks straight and true depends, in part, on how expertly the die-cutter regulates the air pressure within the die.

All Old Colony dies are made with a hole drilled through them. As the press forces the die through the paper, the air inside spurts out the hole. If the air spurts out too fast, the cut will be uneven, the envelope blanks towards the bottom will be worked out of shape, and the envelopes (when folded) will not meet Old Colony's high standards of quality.

To control the air pressure so it is just right for bonds, velums, sulphites, etc., the die-cutter puts gummed tape over the drill hole in the die, punches a smaller hole through the gummed tape, and experiments with widening this hole until the pressure inside is just right.

In addition, special equipment has been designed and made for Old Colony to regulate

SURVEY OF PRINTERS SHOWS THAT THREE OUT OF FIVE SAY ADVANCE ENVELOPE PLANNING SAVES MONEY

Customers Who Do Not Include Envelopes in their Job Planning
Usually Have To Pay Higher Prices For Special Ones

WESTFIELD, MASS. — Three out of every five printers interviewed in two "test area" cities recently told Old Colony researchers that customers often neglected to plan the size of the envelope at the same time they planned the rest of the job. Consequently, they had to pay higher prices for special envelopes.

air pressure accurately when cutting blanks from paper that otherwise would be hard to handle.

To the layman, the skill of the die-cutter in getting the maximum number of blanks from a lift of paper seems almost miraculous. Each cut is made at a different angle until only the ribbons of paper are left of the sheets. Actually, the way a sheet is cut is standardized throughout the industry, and dies of the same general style will follow a set layout.

Making special layouts, however, is a different story which we'll take up in the next chapter.

Meanwhile, Old Colony will be happy to furnish special layouts to printers and lithographers for their own processing. To get quick service, call your paper merchant about Old Colony.

Advertising departments and their agents were cited as being particularly guilty in this respect. One printer summed it up when he said that "if advertising agencies in particular could be educated to the idea of planning envelopes first and then planning enclosures to fit them, it would be the greatest possible service . . ."

Most printers stressed the importance of trying to "plan from the envelope on, instead of the reverse," as the best way of saving unnecessary envelope costs for their customers.

How To Get Fast Service on Odd-Sized Envelopes

There seems to be every evidence that many customers, from time to time, will keep on planning jobs that won't fit standard-sized envelopes. When this happens, despite all your efforts to the contrary, turn to Old Colony . . . our handfold department is geared to turn out envelopes fast in quantities you need, from 50 to 5,000.

You can get service as well, should you need a small quantity of a standard-sized envelope to round out an order. Whatever the reason, remember that your paper merchant can get Old Colony's handfold department on the job for you . . . in a hurry!

Look TWICE at the Label



No. 10 500 Sub. 20

WHITE WOVE, REGULAR
MADE BY OLD COLONY ENVELOPE COMPANY

MEAD Bond Envelopes

Reproduced above is the striking label for Mead Bond envelopes. Among the identifying elements are: Mead's trademark to the left; Old Colony's logotype to the right. Look twice — between the two is the sign of quality manufacture — "Made By Old Colony Envelope Company."

**DAYCO
FACT**

PERFECT BALANCE

no whip...no jump at any speed!



That's why Daycos eliminate bearing wear...last longer!

Every Dayco Roller is perfectly balanced . . . manufactured so accurately you could split it down its axis and the two halves would weigh exactly the same. Such perfect balance eliminates costly vibration, regardless of the revolving speed.

That's why Daycos reduce bearing wear to a minimum, eliminate stresses and strains that build up in imperfectly balanced rollers running at high speeds . . . stresses and strains that greatly shorten roller life. That's one reason Daycos last longer than ordinary rollers. In the box at the right are other reasons Dayco Rollers will help you protect your reputation as a top-quality printer, help you reduce production costs. A Dayco Roller Specialist will gladly explain them to you in detail. Write today.

DAYTON RUBBER • DAYTON, OHIO

Latin American Representative: National Paper and Type Company, 120 Wall Street, New York, N. Y.
Canadian Representatives: Manton Brothers Ltd., Toronto-Winnipeg-Montreal-Vancouver

MORE DAYCO FACTS that mean better quality printing at lower cost

1. Dayco Rollers are ground so accurately that a kiss touch is obtained with minimum adjustment.
2. When Dayco Rollers finally wear out they can be re-Dayco'd at one third the cost of new rollers.
3. Daycos take all kinds of inks . . . heat set, metallic, fast drying, oil base, or many of the newer inks.
4. Dayco Rollers are so perfectly balanced they run true without whip, reduce bearing wear to a minimum.
5. Fused Ends of Dayco Rollers make possible finest roller performance plus renewable surface economy.
6. Dayco Roller compounds are multiple refined to secure a uniform, soft, smooth texture so essential to fine printing.

*Ask about the Dayco EXTRA
CORE PLAN*

Dayton Rubber

THE MARK OF TECHNICAL EXCELLENCE IN NATURAL AND SYNTHETIC RUBBER

Please Mention THE INLAND PRINTER When Writing to Advertisers



*Don't envy
the man at
the desk!*

**You can have this
interesting up-to-date
information on rollers**

THIS new loose-leaf catalogue on printing and lithographic rollers has been prepared especially for you. It tells you about Ideal rollers—where and how to use them, and how to order them.

There are facts that will be of special interest to you and we think you'll appreciate our frank statements as to the

limitations of some of our various roller materials.

This catalogue does not profess to have *all* the answers and is open to criticism and correction by those of you who are using rollers day after day.

But we have honestly tried to set down for you some of the results obtained during our years of manufacturing rollers for the graphic arts industry.

Ask for a copy on your business letterhead.

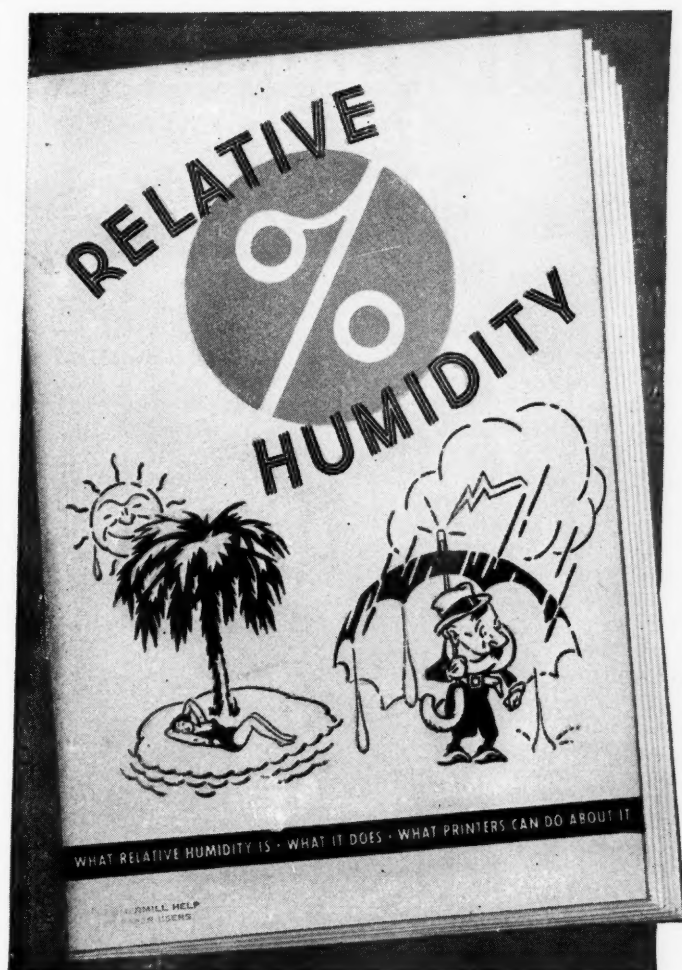
Ideal



IDEAL ROLLER & MANUFACTURING COMPANY

☆ 2512 West Twenty-fourth Street, Chicago 8, Illinois ☆
21-24 Thirty-ninth Avenue, Long Island City 1, New York

Let this free Hammermill book help you . . .



Avoid Feeding Troubles

... during this season of changeable weather

"Relative Humidity" tells how too-dry or too-moist air affects paper and equipment. And it suggests easy-to-apply methods—timely right now—for adjusting your shop to sharp weather changes. These suggestions will help you keep your paper and presses in the best condition, ready to run with a minimum of trouble, in any season of the year.

Another safeguard against seasonal production troubles is to use paper made by a modern mill where the vital factor of moisture content is scientifically controlled. Hammermill papers come from such a mill, and many printers know them by experience as more trouble-free than most papers.

Some of the production headaches caused by wrong moisture content in the atmosphere:

Jammed feeders because of curling or wavy edges . . . Poor register because of shrinking or stretching . . . Offsetting because of static . . . Poor ink distribution because of swelling or shrinking of rollers . . . Cracking of paper on folders.

Whether your troubles are caused by excessive or deficient relative humidity, this book will help you correct them.

Send for it!

You'll find this book helpful no matter what paper you use in your shop.



HAMMERMILL BOND

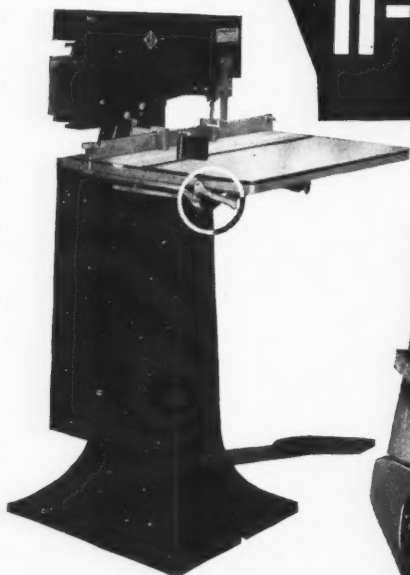
Hammermill Paper Company, 1601 East Lake Road, Erie, Pennsylvania
Please send me—free—a copy of "Relative Humidity."

Name _____ Position _____
(Please attach to, or write on, your business letterhead) IP-DE

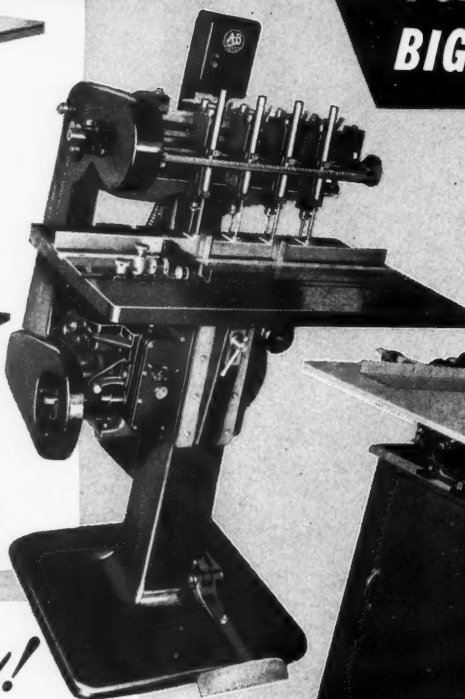
When Writing These Advertisers, Please Mention THE INLAND PRINTER

N-D PROFIT-MAKERS

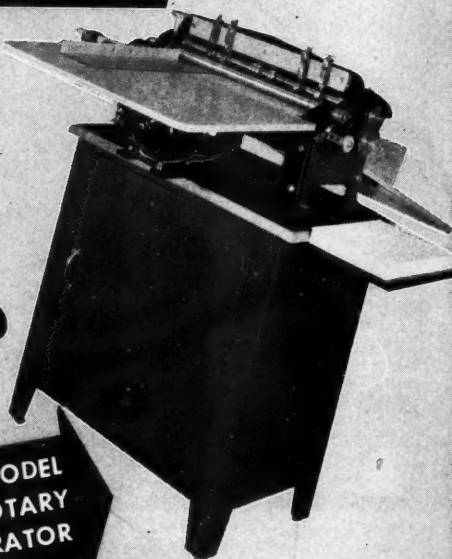
**FOR THE
BIG DAYS AHEAD**



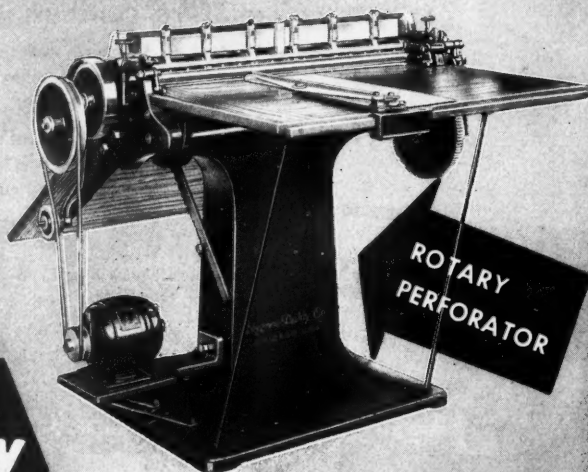
**SINGLE SPINDLE
PAPER DRILL**



**MULTIPLE
SPINDLE
PAPER DRILL**



**BENCH MODEL
ROTARY
PERFORATOR**



**ROTARY
PERFORATOR**

GET DETAILS *now!*

Write us today for interesting facts and figures describing the operation and production abilities of the famous N-D PROFIT-MAKERS . . . always distinguished for exceptional performance; and always certain to pace up your plant to new daily highs in work done and money made. Get details . . . judge for yourself what these great units can do for you. Write us now.

N-D SINGLE SPINDLE DRILL. Nothing else like it. No rehandling of paper once it is placed against the gauges. One-finger automatic shift moves table for each successive hole. Positive accuracy. No errors. No waste. Just speed, economy, efficiency.

N-D MULTIPLE SPINDLE DRILL. Outstanding among multiple drills. Easy to set up. Quick to get into action. No tools required for set-up or lock-up. Speedy, accurate performance. Automatic table lift at touch of treadle . . . instant return to starting position. Fluted cutters end waste problem. A great worker.

N-D BENCH MODEL ROTARY PERFORATOR. Does everything our big perforator does, within capacity. Uses same cutter heads and die heads. Handles full 19-inch sheet. Mounts on bench or comes with handsome crackle finish cabinet, with one shelf, and leg levelers. Is equipped with two perforating heads.

N-D ROTARY SLOT PERFORATOR. An all-around performer. Does Snap-out and Cut Out Slot Hole perforating . . . and Scoring, Crimping, Slitting. Unequaled for precise strike-in work. Positive in accuracy. Produces flat work . . . so perforating can be done before printing.

**NYGREN-DAHLY
COMPANY**

1422-32 ALTGELD ST.
CHICAGO 14, ILL.





*Precision Papers
of practical printability
and impressiveness*

NORTHWEST

PEDIGREED PRINTING PAPERS

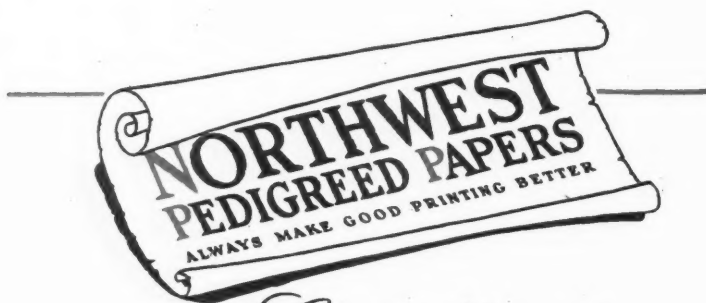


Always make good printing better

THE NORTHWEST PAPER COMPANY • CLOQUET, MINNESOTA

PURCHASING power of the Nation has so far continued to absorb America's great peacetime production. Also, exports have skyrocketed to an all-time high. But, who can say how long we'll have today's unsatisfied war-born scarcities. The old job of "creating demand" and "winning preference" will need all hands when the leveling off commences. Look around and you'll see many of the more alert in sales circles beaming activities for the days ahead. Printed-Advertising is on the move, and is creating new business relationships, introducing new products, explaining new techniques and in many ways shaping the thoughts and habits of the Buyers of Tomorrow.

THE NORTHWEST PAPER COMPANY



Cloquet, Minnesota

MINNEAPOLIS 2 - FOSHAY TOWER • CHICAGO 6 - 20 N. WACKER DRIVE

SAN FRANCISCO 8 - 391 SUTTER ST. • ST. LOUIS 3 - SHELL BUILDING

Printing Papers


NORTHWEST BOND
NORTHWEST LEDGER
NORTHWEST MIMEO BOND
NORTHWEST OFFSET
NORTHWEST INDEX BRISTOL
NORTHWEST POST CARD
KLO-KAY BOOK
KLO-KAY LABEL
MOUNTIE BOOK
MOUNTIE OFFSET
CARLTON BOND
CARLTON LEDGER
CARLTON MIMEOGRAPH
CARLTON DUPLICATOR
NORTH STAR WRITING
POSTER

Envelope Papers

NORTEX WHITE
NORTEX BUFF
NORTEX GRAY
MOUNTIE
CARLTON

Converting Papers

PAPERERIES
DRAWING
ADDING MACHINE
REGISTER
LINING
GUMMING
COATING RAW STOCK
CUP PAPER



WHY NOT FOLLOW IN THE TRACKS OF THOSE WHO KNOW THEIR WAY AROUND?

More than 200 of America's leading lithographers and printers—leaders of the craft who recognize the necessity of using the best plates possible have for years depended on Graphic Arts as their source of supply.

They have gotten used to enjoying the best ALWAYS. You should try it. You'll also like the important economies we can effect for you in color process, black and white, high speed, albumen, zinc cuts, albumen, machine transfer, or photo-composed plates. We offer a complete service for offset, commercial art, photographic service and direct color separation or photoengraving.

Write, wire or phone any requirements in plates or preparatory material. We operate 24 hours a day, put every job in the works the minute it is received, and make overnight deliveries to most printing centers.

MAIN OFFICE: 110 OTTAWA ST., TOLEDO 4, OHIO • GARFIELD 3781

NEW YORK OFFICE
148 West 23rd Street
Phone Chelsea 3-5309

DETROIT BRANCH
825 West Elizabeth
Phone Randolph 9123

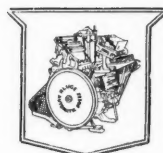
CHICAGO OFFICE
222 W. Adams Street
Phone Randolph 5383

We believe in sports and
help support the lithographic
Technical foundation

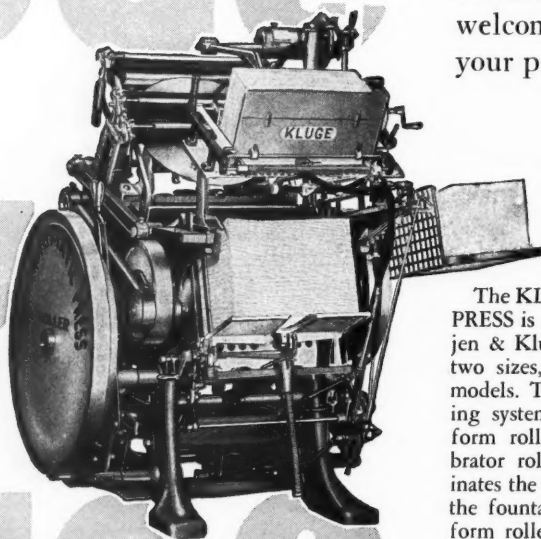
Graphic Arts Corporation of Ohio
MAKERS OF FINE PRINTING PLATES
TOLEDO • NEW YORK • CHICAGO • DETROIT

Kluge

KLUGE PRESSES IN



Today, as for 25 years prior to the war, the name Kluge is a standard of quality for presses. Our production is steadily increasing and we welcome any inquiries as to your pressroom needs.

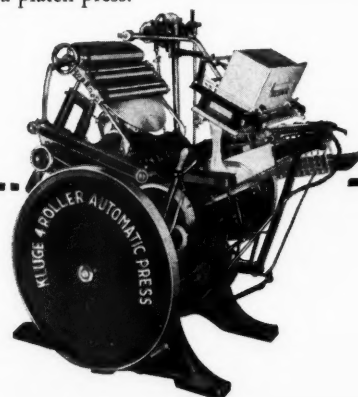


DESCRIPTION

The KLUGE AUTOMATIC PLATEN PRESS is a complete unit built by Brandtjen & Kluge, Inc. It is manufactured in two sizes, 10x15 and 12x18 in several models. The standard model has an inking system with 2 distributor rollers, 4 form rollers and 3 steel rider and vibrator rollers. The 4-roller model eliminates the distributor rollers and rider and the fountain is mounted so that the top form roller contacts the fountain rollers.

USES

The KLUGE AUTOMATIC PLATEN PRESS is exceptionally versatile and will handle automatically virtually any weight of paper from the lightest tissue to the heaviest card and board. Its unique distribution system and its absolutely rigid impression make it capable of producing printing long considered outside the scope of a platen press.



PRODUCTION!

SPECIFICATIONS

DISTRIBUTION

2 distributor rollers with steel rider
4 form rollers with 2 steel vibrators
Controlled fountain rotation

IMPRESSION

Stationary backshaft
Locked throwoff
5 platen adjusting screws

CONSTRUCTION

4 piece frame
Balanced flywheel
Upper reciprocating parts aluminum wherever possible
Extra heavy side arms, shafts and gears
Double row ball bearing cam rollers
Weight scientifically balanced with low center of gravity

SIZES

12 x 18

Maximum sheet.....14 x 18½
Minimum sheet.....3 x 4
Inside chase.....12 x 18
Inside skeleton chase.....13 x 19
Rollers diameter.....2 inches
Net weight.....3450 lbs.
Width (overall).....56 inches
Length (overall).....82 inches
Speed.....3000 per hour

10 x 15

Maximum sheet.....12 x 15
Minimum sheet.....2 x 3
Inside chase.....10 x 15
Inside skeleton chase. 10½ x 15½
Roller diameter.....1¾ inches
Net weight.....2500 lbs.
Width (overall).....48 inches
Length (overall).....74 inches
Speed.....3500 per hour

OTHER MODELS

DIE CUTTING PRESS. This press does not have the inking system. A second flywheel with special bearing is added to the regular press to provide greater follow through on heavy work.

COMBINATION DIE CUTTING & PRINTING PRESS. This is the die-cutting press plus the standard KLUGE distribution system. Engineered for long life and economical production.

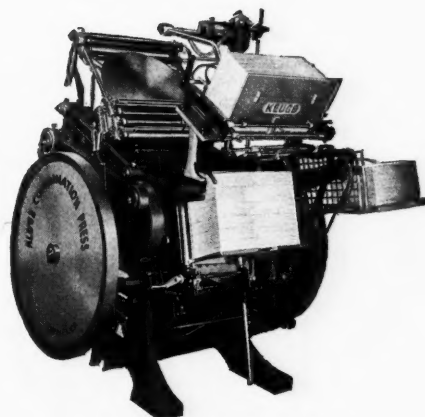
KLUGE OPEN PRESS AND AUTOMATIC PLATEN PRESS FEEDERS

The Kluge 10 x 15 and 12 x 18 open press may be had with either four or six rollers. The Kluge Automatic Feeder is made to attach to either old series or new series C & P Platen Presses or Kluge Open Presses and is built for 10 x 15, 12 x 18 and Craftsman presses.

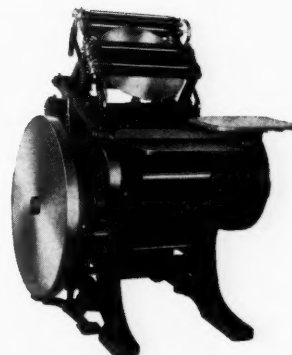
This automatic feeder makes an automatic unit out of an open press and greatly increases production. It will handle the same wide variety of weights and sizes of stock as the KLUGE FEEDER which is built into the KLUGE AUTOMATIC PLATEN PRESS.



Kluge Automatic Die-Cutting and Embossing Press



Kluge Combination Die-Cutting and Printing Press

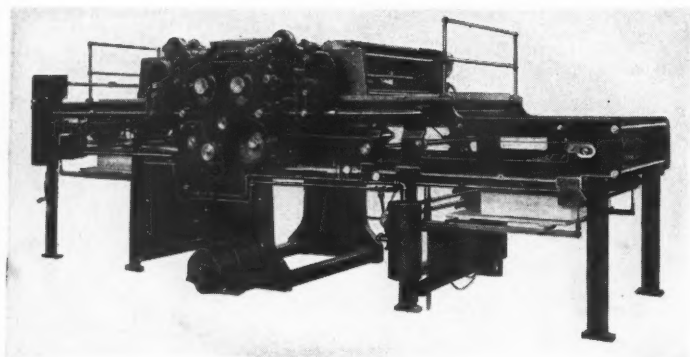


Kluge Open Press

BRANDTJEN & KLUGE, INC.

SAINT PAUL 3, MINNESOTA

SHEET FED



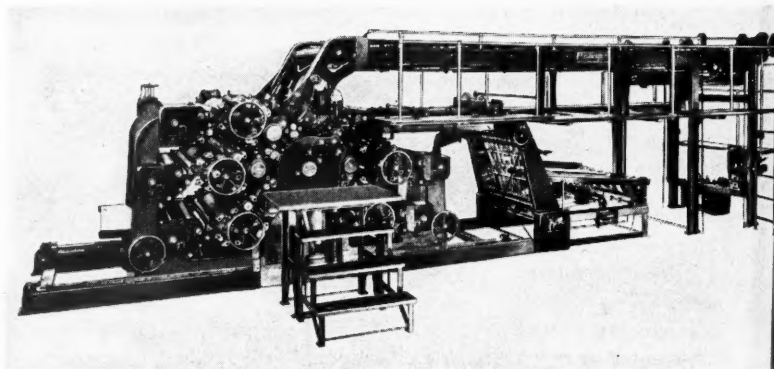
Two Color

This sheet fed press offers high speed and outstanding economy. Geared to operate at speeds of up to 5500 sheets per hour with continuous or pile suction stream feeders. Pile delivery with vacuum sheet slow down... spirally grooved plate cylinders for rapid registration and minimum make ready.

COTTRELL ROTARIES FOR

Five Color

This Cottrell rotary is designed for the printing of covers, inserts and general color work. It will operate at speeds up to 5500 sheets per hour. All cylinders are mounted in one piece side frames and the general construction throughout is rigid, heavy and well-balanced to provide continuous smooth operation.



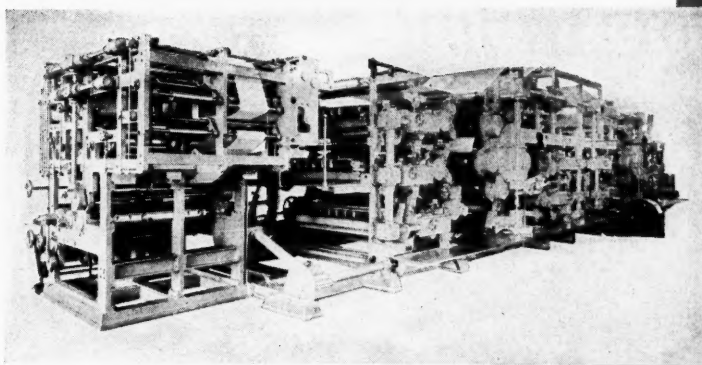
Cottrell

We also manufacture Roughing and Shaving machines... Non-Stretch Plate Curving machines... Curved Plate Finishing machines... Four-color Proof Presses and Single-Color Proof Presses.

WEB FED

Double Five Color

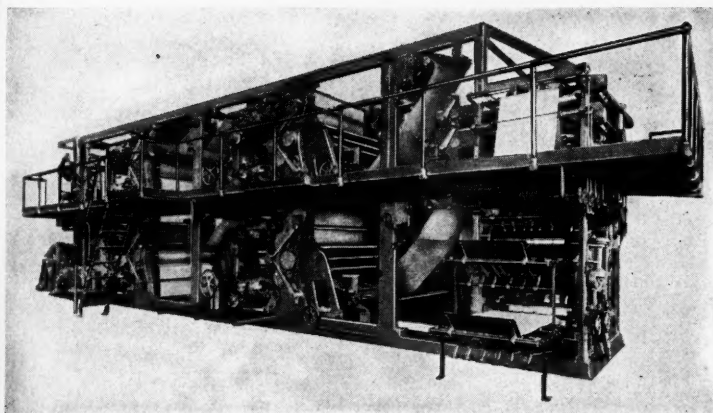
This giant web-fed press is built for the finest quality magazine printing—advertising as well as editorial sections. It prints, folds and delivers at speeds from 800 to 1200 feet per minute.



PRINTERS AND PUBLISHERS

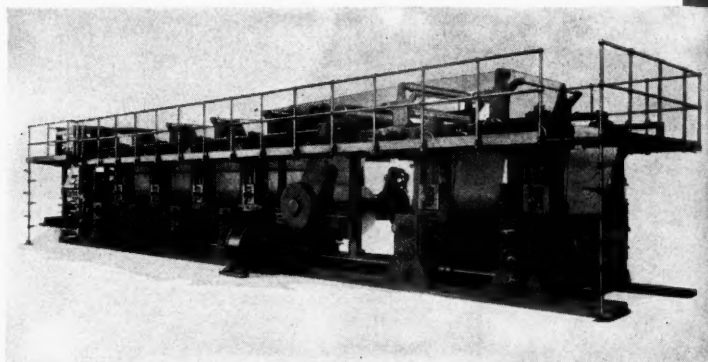
Double Deck Double Two Color

Built for mail order catalogs and general magazine printing, this press will print 64 pages in two colors or 32 pages in four colors at speeds up to 1200 feet per minute, folded in all the necessary combinations.



Rotogravure

This Cottrell multi-color rotogravure press prints two, three or four colors first side and four colors second side at speeds of 1200 to 1600 feet per minute. Monotone as well as multi-color units can be furnished with folder, cut off and flat delivery rewind.



C. B. COTTRELL & SONS CO.

Westerly, Rhode Island

New York: 25 East 26th Street • Clayburn Division: 3713 N. Humboldt Avenue, Milwaukee, Wis.
Chicago: Daily News Bldg., 400 W. Madison St. • Smyth-Horne, Ltd., 13 Bedford Row, London W.C. 1, Eng.

**"Ecusta Is a Perfect Paper for Our
Finest Bibles . . ."**

- THE WORLD PUBLISHING COMPANY

Mr. B. W. Baiman, vice-president of The World Publishing Company, internationally famous publishers of Bibles and Testaments, reports:

"Our Bibles must be able to withstand constant usage without losing any of their beauty. That's why we consider Ecusta Flax-opake 20 lb. a perfect paper for our finest Bible editions. It's durable . . . retains its freshness and legibility . . . and handles easily for quick reference.

"We can count on Ecusta for sharp, clean reproduction of our special Bible type faces. This opaque, strong, pure-white paper has an ideal texture. It provides a setting of beauty and dignity for the inspiring text of the Scriptures."

Fine Flax Writing Linen Flax Writing Fine Flax Air Mail

Flax-opake Bible and Printing Papers

Boxed Typewriter Papers Stationery Cabinets Special Makeready Tissue

Silver-Wrapping Tissue (Non-Tarnish)

Ecusta Paper Corporation

PISGAH FOREST, NORTH CAROLINA



★ IT COSTS LESS

• to do your perforating with the Rosback Pony Rotary

If perforating costs are a vital consideration you'll find the answer to lower perforating costs in the Rosback Pony Rotary.

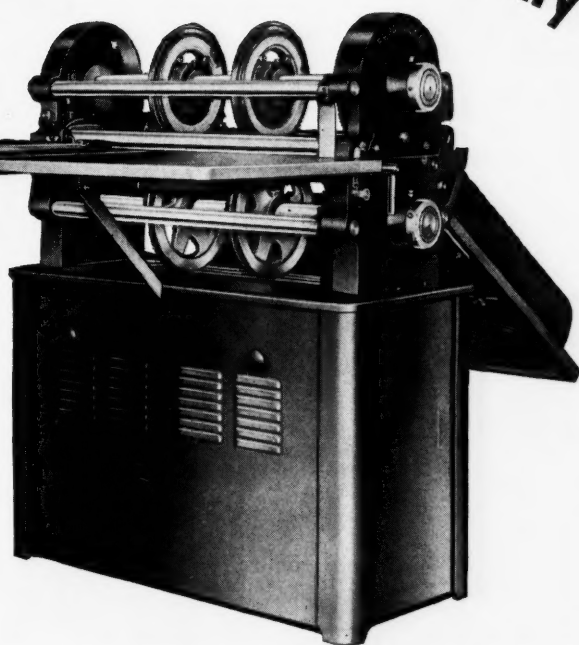
Proof

Users state they can set up a job and run a thousand sheets in 18 minutes, total average time including set-up. On longer runs they regularly average up to 10 reams an hour.

If quality of perforating is important to you, and to your customers, the Pony Rotary turns out the finest perforating to be had at any price.

Proof

The Pony Rotary makes a true round hole, using perforating punches and dies of finest steel. Sheets tear easily along lines of perforation because perforations are cut clean without leaving burrs and ragged edges around the holes.



It is this unparalleled record of quality production, at low cost, that has made the Pony Rotary first choice in perforating equipment in thousands of plants, both large and small. A study of your own perforating cost records will quickly prove that a Pony Rotary can earn more profit dollars, in proportion to investment, than any other equipment you can buy.

Ask your Rosback Dealer for your free copy of our new perforator bulletin, or mail coupon below.

F. P. ROSBACK COMPANY, BENTON HARBOR, MICH.

World's Largest Manufacturers of Perforators, Gang Stitching Machines
and Paper Punching and Drilling Machinery



F. P. Rosback Company, Benton Harbor, Mich.

Please send me free copy of new perforator bulletin showing how the Pony Rotary can cut my perforating costs by 50% or more.

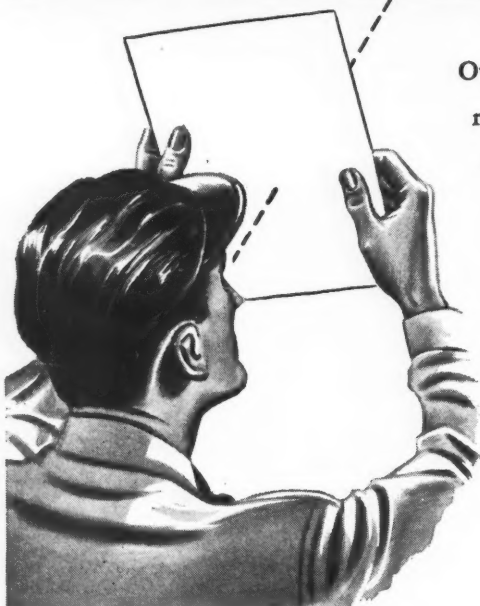
Your Name _____ Company _____
Street Address _____ City _____ Zone _____ State _____

For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"

25

*Printers-
Lithographers-
Engravers-*

Three words it **PAYS**
to look for in the
bond paper you sell...



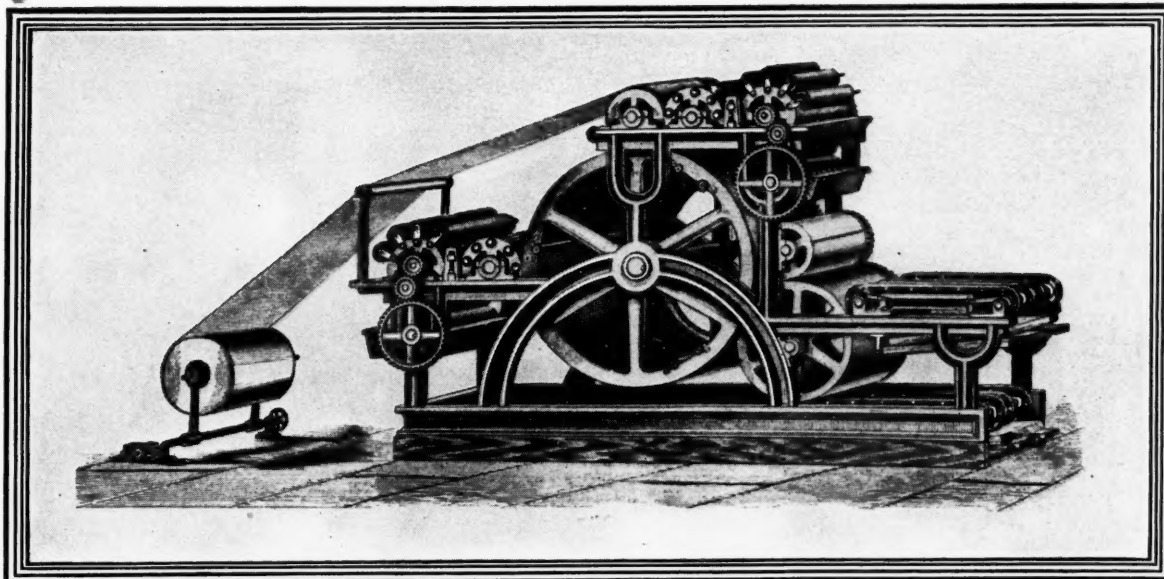
Over 2,600,000 prospective customers are seeing this mark repeatedly in 11 national consumer magazines*. Thousands *know* and others are learning that "by Fox River" in the watermark is the quality guarantee of the finest business stationery available.

FOX RIVER PAPER CORPORATION, Appleton, Wis.

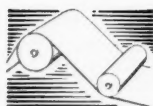
* Time, Newsweek, Advertising and Selling, Printers' Ink, Direct Advertising, Banking, The Burroughs Clearing House, Business Week, Dun's Review, U. S. News and Purchasing.

Bond, Ledger, Onion Skin "by Fox River" of
100%, 75%, 50% and 25% New Cotton Fibre
"The more Cotton Fibre the finer the Paper"

**EVEN WHEN THE "WEB PRESS"
WAS A STARTLING INNOVATION
SAM'L BINGHAM'S SON MFG. CO. rollers
were already famous for dependable service**



{ BULLOCK WEB PRESS: Circa 1865 }



In the quest for speed in printing, Sir Robert Hill struck the idea in 1835 of printing from a continuous web of paper. Cowper and Applegath in England in 1815 had originated printing from curved plates.

It now remained for William Bullock, of Philadelphia, to invent in 1865 a press which, printing from a continuous roll, impressed both sides of the paper in one operation.

The principle of a perfecting press was not new, since Frederick Koenig, inventor of the cylinder press, had built one in 1814. But many mechan-

ical advancements were needed before Bullock's web perfecting press could become a reality.

Then as now, SAM'L BINGHAM'S SON MFG. CO. worked closely with the printing industry to develop new kinds of rollers to meet the demands of improved printing machinery.

Today, linking a century of experience with modern technology, SAM'L BINGHAM'S SON MFG. CO. continuously seeks new materials and new processes

for making better rollers ... and through 16 conveniently located factories, places at your disposal "the right roller right away."

SAM'L BINGHAM'S SON MFG. CO.
MANUFACTURERS OF
PRINTERS' ROLLERS
LITHO-OFFSET ROLLERS

THERE'S A FACTORY NEAR YOU:

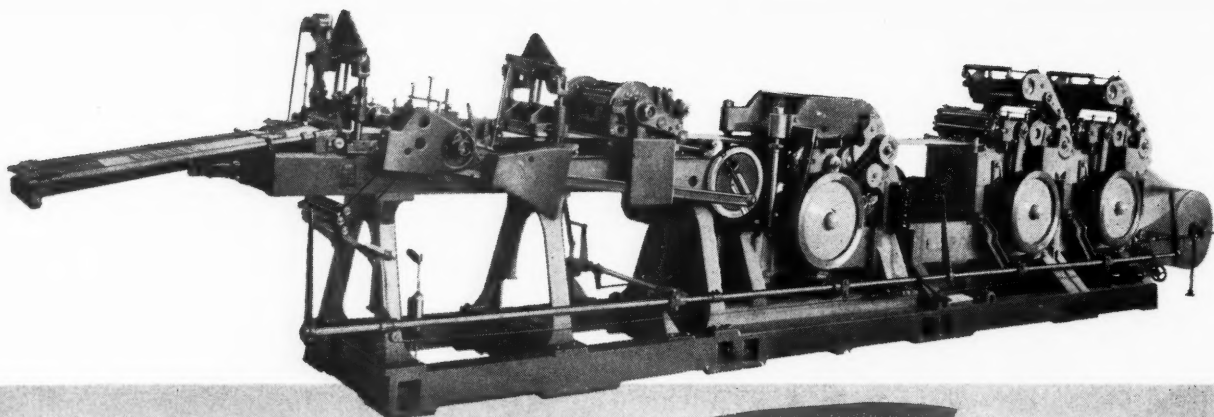
ATLANTA 3
CHICAGO 5
CLEVELAND 14
DALLAS 1

DES MOINES 2
DETROIT 10
HOUSTON 6
INDIANAPOLIS 2

KALAMAZOO 12
KANSAS CITY 6
MINNEAPOLIS 15
NASHVILLE 3

OKLAHOMA CITY 6
PITTSBURGH 3
ST. LOUIS 2
SPRINGFIELD, O.

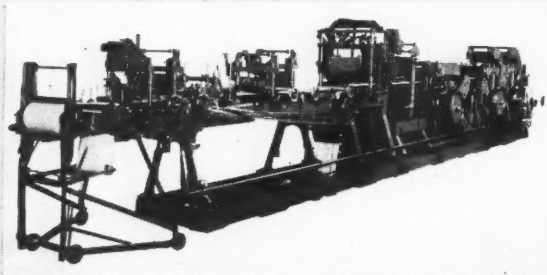
1847-1947
ONE HUNDRED YEARS OF ROLLER MAKING



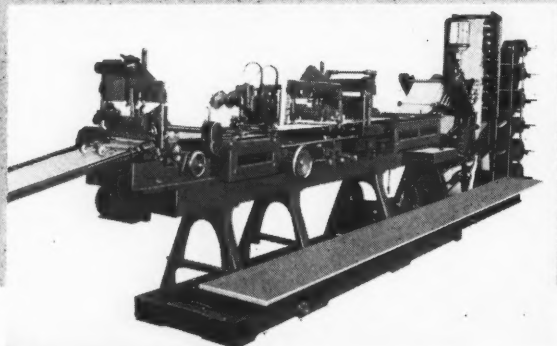
NEW ERA MULTI-PROCESS PRESS—A flat-bed, web press for producing specialties—Tags, Tickets, Checks, Labels, Book Match Covers, Zig-Zag and Snap-Out Forms, small Cartons, etc.—with units for finishing operations such as perforating, punching, slitting, numbering, die-cutting, scoring and reinforcing or inserting metal eyelets. Prints from type, engravings, electrotypes or rubber plates, in any number of colors on either or both sides of web. Register is quick and accurate—sidewise or lengthwise of web. Speeds up to 8,000 impressions per hour.

NEW ERA

Presses for Special and General Commercial Printing



NEW ERA TAG AND MANIFOLD PRESS—Prints shipping or merchandise tags on paper or cloth at speeds of 15,000 to 45,000 per hour, depending on size of tag. Handles from No. 1 to No. 8 tags, printing six to each impression; any number of colors on either or both sides of web. Attaches reinforcement patch and eyelet; punches out tag corners; perforates, slits, numbers, and trims, as required. Delivers finished tags individually or gang-cut.



NEW ERA COLLATING MACHINE—11" by any length up to 12" width. Eliminates hand collating for snap-outs and continuous forms using a web feed. Operates at speeds up to 6,000 sets per hour. Equipped to collate 13 webs or 7 paper and 6 carbon webs and cuts off—singly, gangs or zig-zag folded. Can be equipped to gum along the web, on one side or both sides; wire staple across or along the web; perforate, punch and slit.

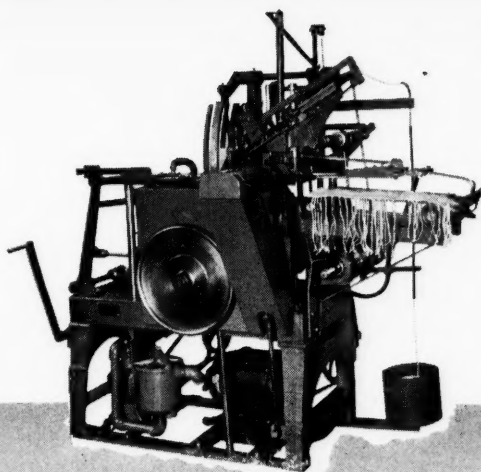
SPECIFICATIONS (Dimensions Shown in Inches)

PRESS SIZE	6 x 6	9 x 12	12 x 12	12 x 18	13 x 20	13 x 28
Inside Dimensions of Chase	6 $\frac{1}{2}$ x7	10x13	13x13	13x19	13x20	13x28
Maximum Size of Imprint with Standard Chase	6x6 $\frac{1}{2}$	9x12	12x12	12x18	12x19	12x27
Maximum Size of Imprint Using Patent Base and Unmounted Electros	6 $\frac{1}{2}$ x6 $\frac{1}{2}$	10x12 $\frac{1}{2}$	12x12 $\frac{1}{2}$	12 $\frac{1}{2}$ x18 $\frac{1}{2}$	13x22	13x30
Maximum Width of Web	7	13	13	19	24	32
Maximum Length of Paper Feed per Impression	8	12	12	16	16	16
Number of Feeds Possible per Impression	2	3	3	3	3	3
Number of Impressions per Hr. Running Speed	8000	7500	7500	7500	7000	6000
Number of Form Rollers	3	3	3	3	4	4
The following general information is based on presses arranged to print two colors on one side only with cut off delivery and motor equipment.						
Length Overall	15'6"	24'0"	24'0"	24'0"	26'0"	26'0"
Width of Press Overall Including Motor	3'6"	3'0"	3'0"	3'4"	6'6"	7'3"
Horse Power	2	3	3	5	7	10
Weight on Floor	3220 lbs.	9250 lbs.	9350 lbs.	12155 lbs.	14400 lbs.	20200 lbs.
Weight Boxed for Domestic Shipment	4400 lbs.	11000 lbs.	11100 lbs.	14430 lbs.	17500 lbs.	24000 lbs.

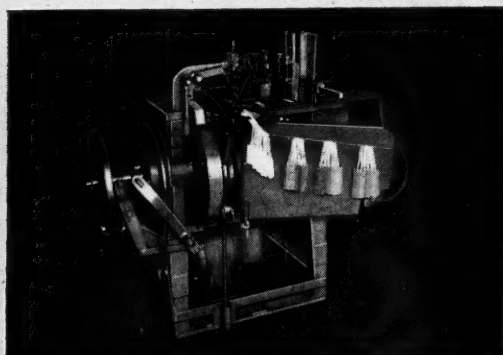
NEW ERA
MANUFACTURING CO.
371 - 11th AVENUE
PATERSON 4, NEW JERSEY

OTHER NEW ERA PRODUCTS: Tabulating Card Press and Carbon Processing Machine

Bulletins available on any or all of these products.



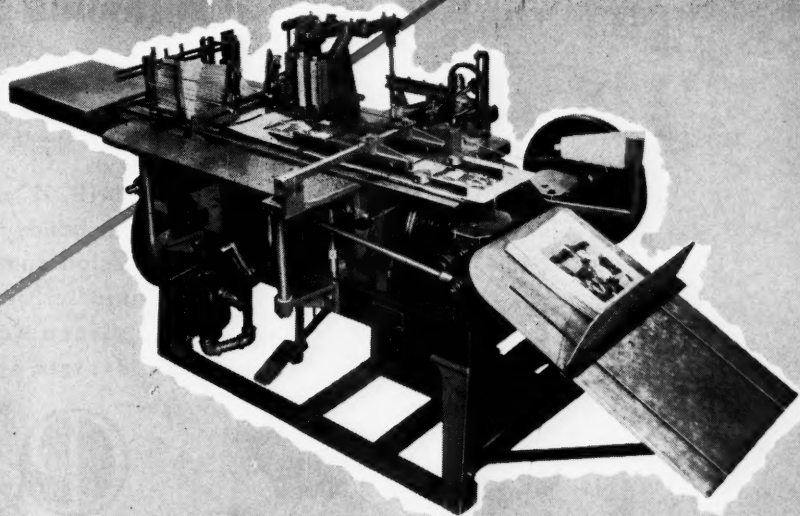
GRAEBER TAG STRINGER AND LOOPER—Handles shipping and merchandise tags (square, rectangular and odd shapes) from $1\frac{3}{8}'' \times 2\frac{1}{4}''$ to $5'' \times 14''$ sizes—at speeds up to 6000 per hour. Only three adjustments are necessary: (1) setting the tag machine; (2) regulating air suction slides to suit size of tag; (3) adjusting the master cam. Handles silk cord and string up to No. 12.



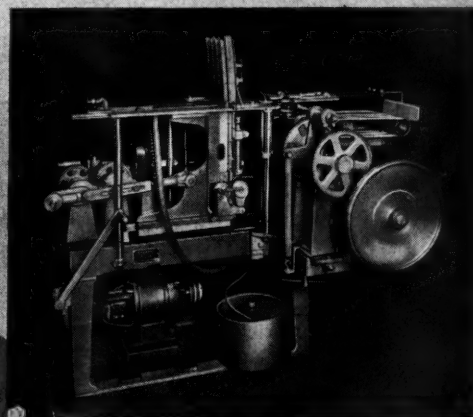
GRAEBER TAG STRINGER AND KNOTTER—Handles booklets, shipping and merchandise tags from $\frac{3}{4}'' \times 1\frac{1}{4}''$ to $5'' \times 12''$ sizes—at speeds up to 6500 per hour. Round tag attachment can be supplied. Three simple adjustments as with the Looper. Handles silk cord and string up to No. 12.

All production under the personal management of Mr. Frank Graeber.

GRAEBER
STRINGING & WIRING
MACHINE COMPANY
Division of New Era Manufacturing Co.
375 ELEVENTH AVENUE
PATERSON 4, NEW JERSEY



GRAEBER CALENDAR AND DISPLAY CARD STRINGER AND KNOTTER—The latest of Graeber machines specifically designed to speed calendar finishing operations. Automatically punches holes, inserts silk cord or string, ties and knots it. Feeds calendars and all types of display cards from $3'' \times 5''$ up to $12'' \times 14''$ automatically; up to $18'' \times 24''$ maximum, semi-automatically. Handles stock from .010 thickness up to $3/16''$. Speed with automatic feed up to 40 per Min.



GRAEBER WIRING MACHINE—Handles shipping and merchandise tags from No. 1 shipping tags to $5'' \times 14''$ tags—at speeds up to 5400 per hour, depending on conditions. Equipped with five sets of wire gates which handle wire from 21 to 26 gauge, copper or steel. Each set of gates will handle a single or double wire, according to desired length, from $5''$ single and $10''$ double up to $9''$ single and $18''$ double wire feed.

GRAEBER

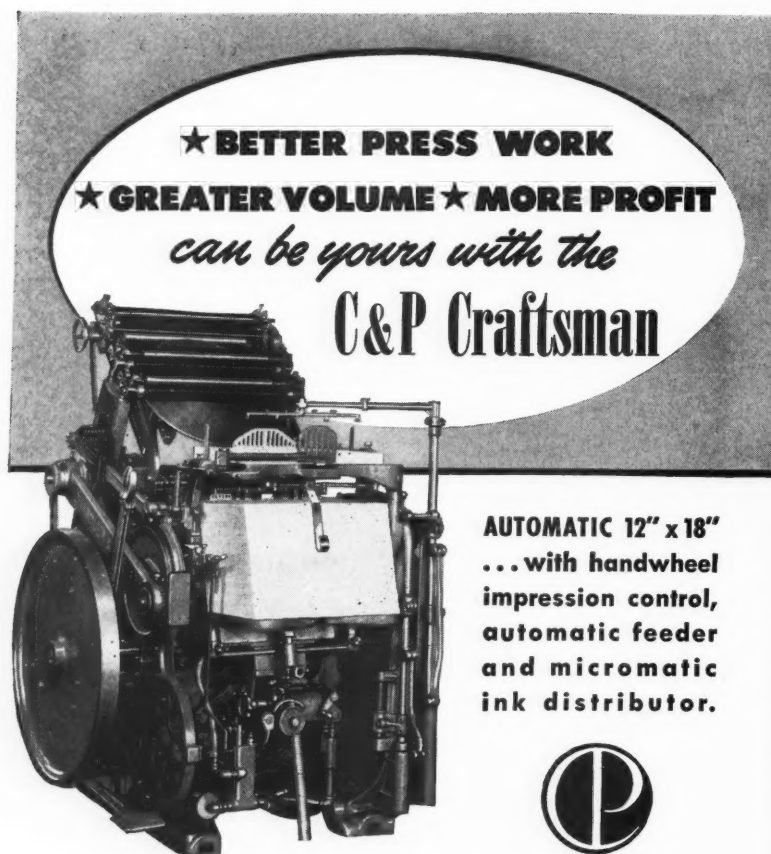
Machines for Stringing
and Wiring

Other Graeber Machines: Christmas Tag Looper, and Round Tag attachments for any of the above machines.

Send for Bulletins on any or all of these Graeber machines.

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13x28
12x27
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6000
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ink distributor.



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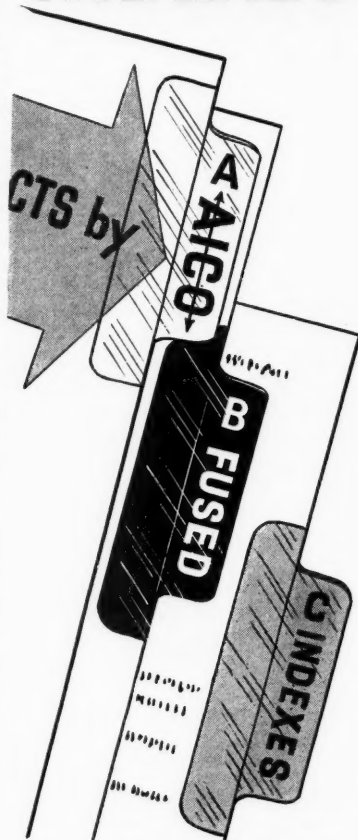
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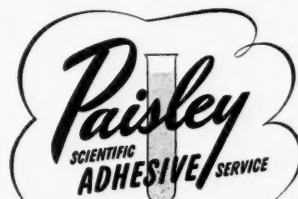
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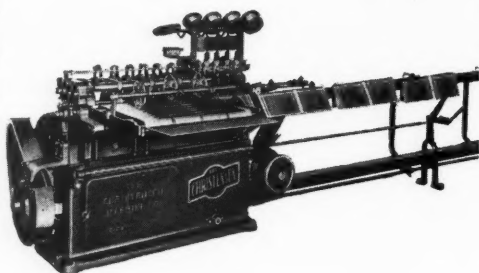
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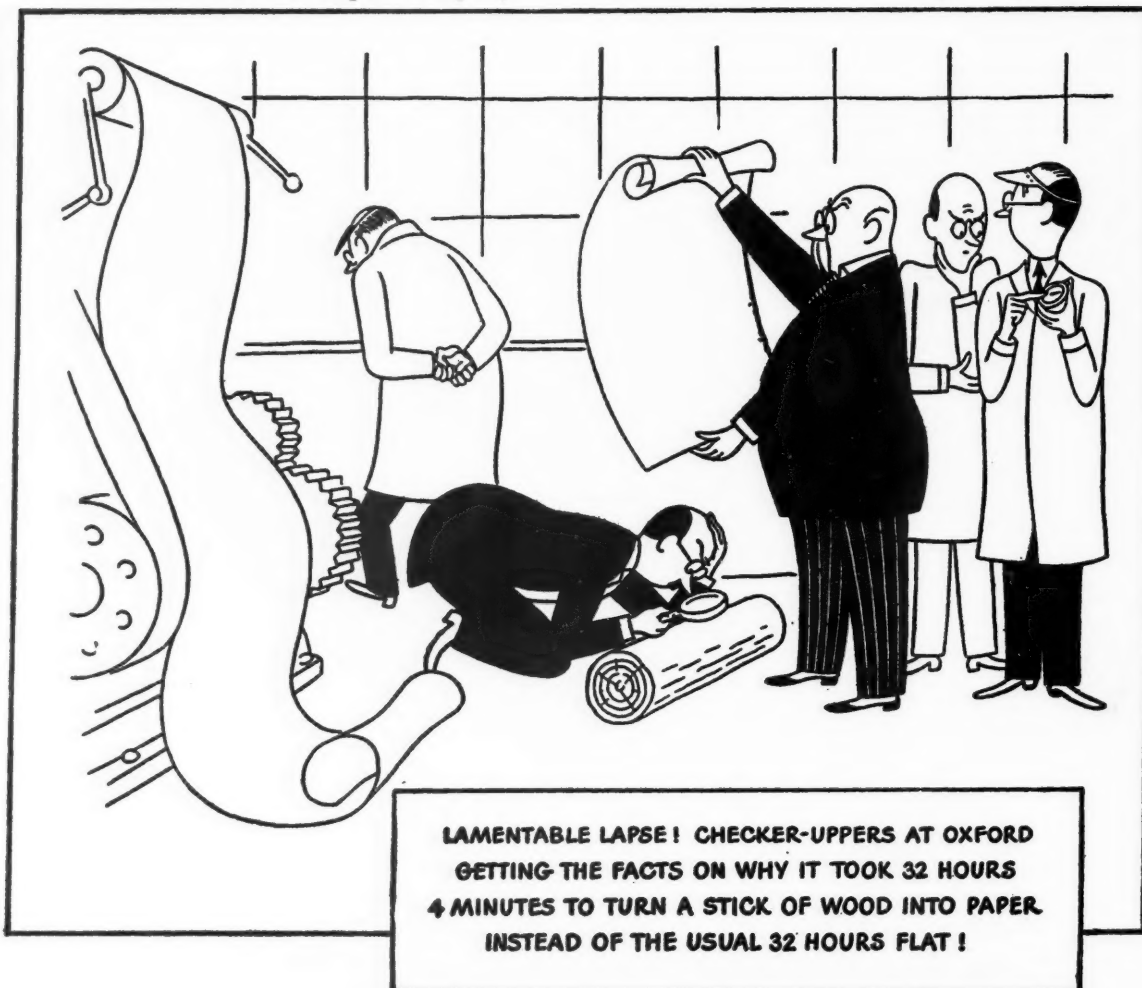
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Oxford can maintain this high rate of production because our facilities are *complete*. We control every step in the production of paper from the wood to the sheet of finished paper ready for the press.

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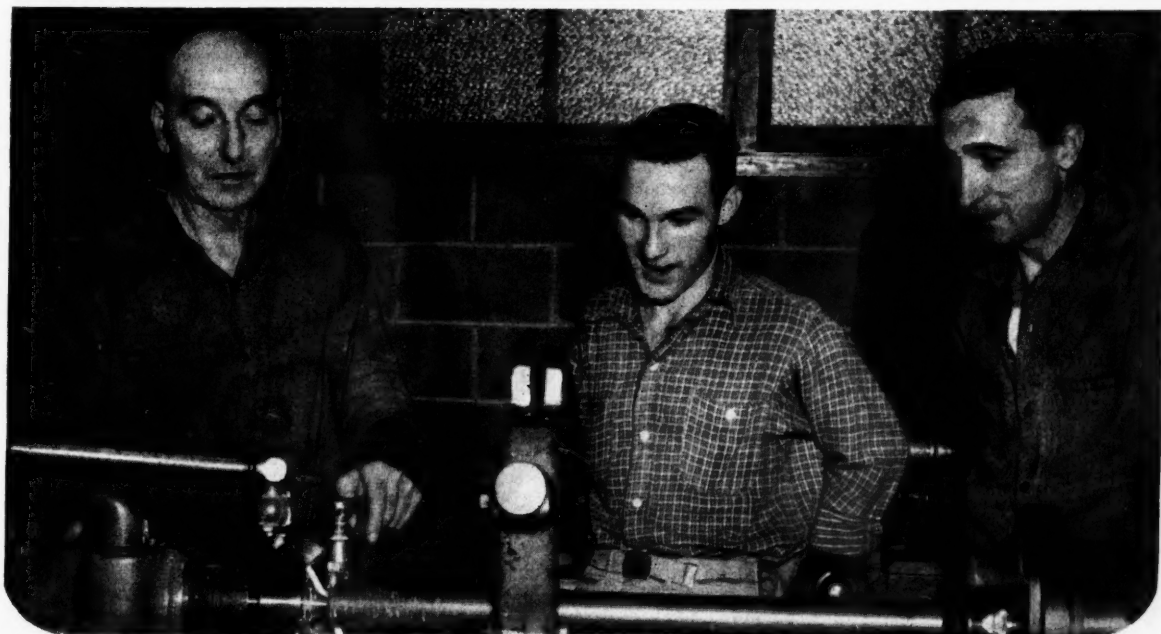
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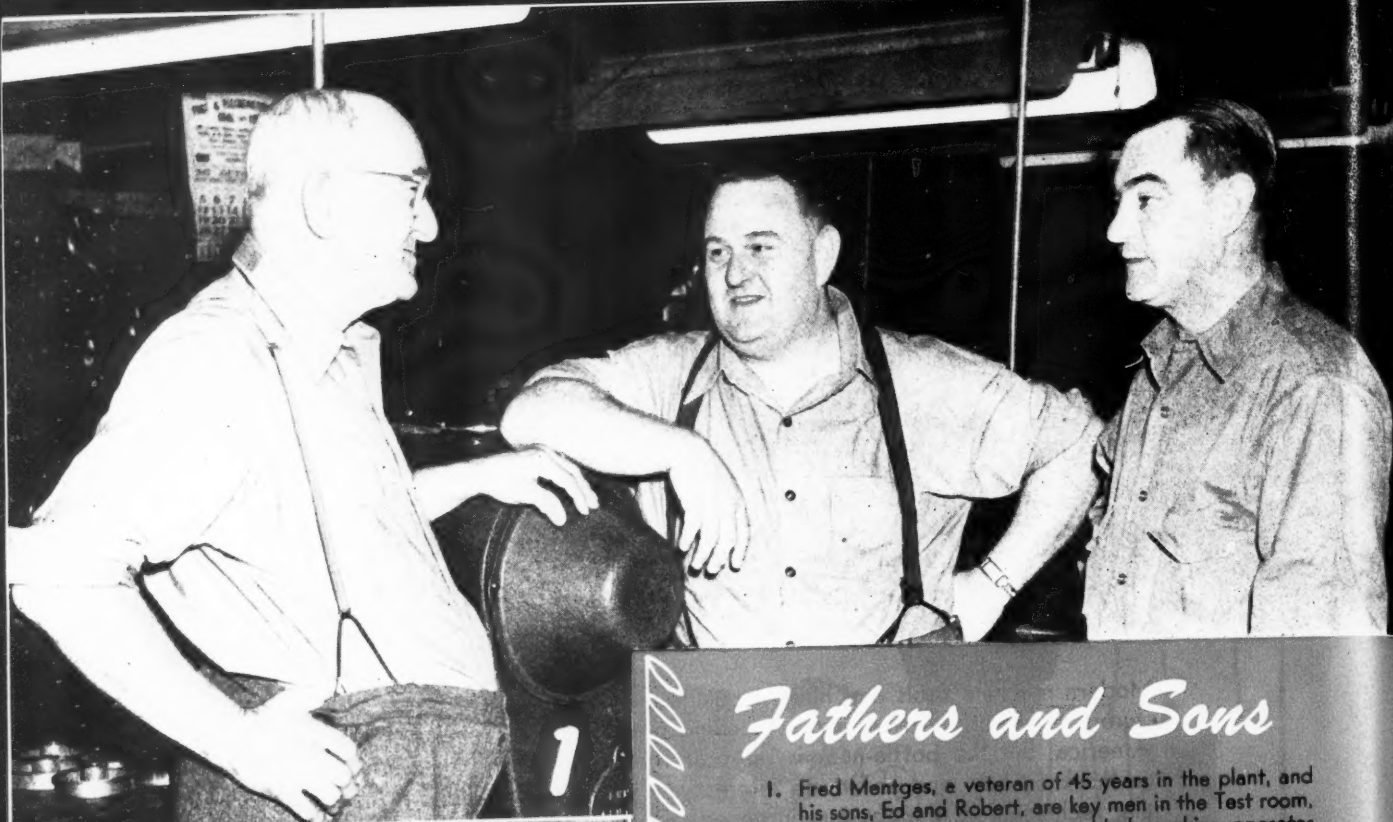
Baum Automatics are precision built by skilled craftsmen including top-flight teams of Fathers and Sons

★ Modern machine tools and highest quality materials are available to all manufacturers. Engineering genius and astounding production imagination is plentiful in America. But the **bottle-neck** is the scarcity of skilled master mechanics who have the know-how and absorbing interest and years of experience doing a particular technical job, thereby insuring every interchangeable part being built to today's close precision standards.

Personally and in behalf of the thousands of users of Baum Folders, we honor and salute the scores of loyal American Craftsmen who not only do a **super** job of building Baum Automatics themselves but impart their skill and experience to their sons and other men's sons.

Even Three Generations of the Starrett family team up to build finer Baum Folders. Left to right, below, Oscar Starrett demonstrates a lathe operation to his grandson, Chester and his son, Harold. Oscar has worked in the plant 15 years; Chester, 2 years; Harold, 8 years.





Fathers and Sons

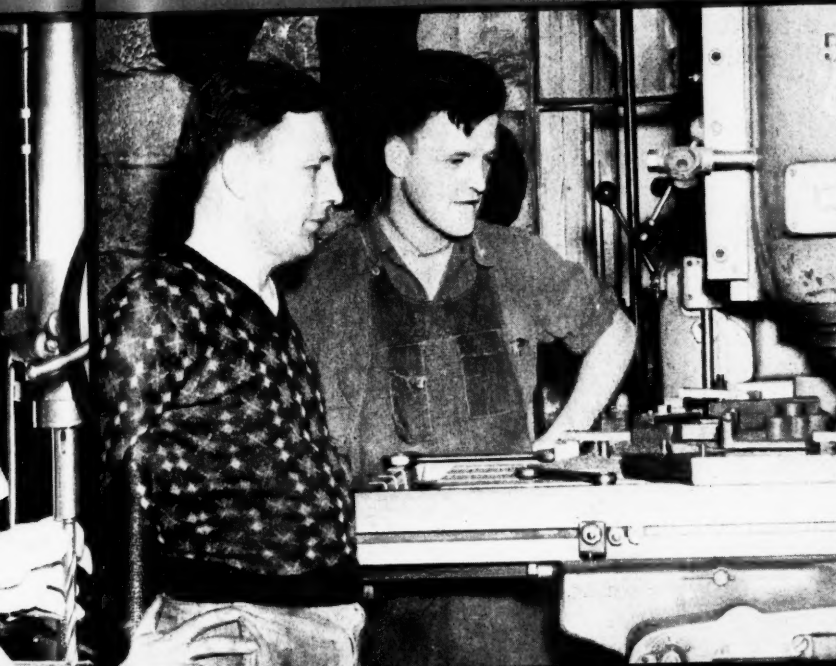
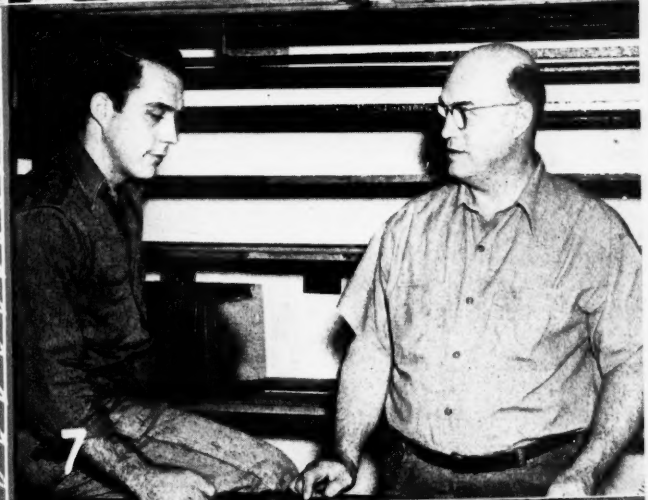
1. Fred Mentges, a veteran of 45 years in the plant, and his sons, Ed and Robert, are key men in the Test room, making sure that every assembled machine operates perfectly. In experience, the boys are hardly youngsters. Ed has been with the company 30 years; Robert, 7 years.
2. The Harman family can claim to see Baum machines from their start in the plant to their finish. Dad Ben is in the receiving room. Son Gerald helps make the final assembly of the thousands of precision-made parts.
3. A newcomer, Gene Crim is still "learning the ropes" after only three months in the assembly room. His veteran father, Joe M. Crim, works with him as an interested tutor.
4. A year or so ago there was a bit of confusion about names when Daniel Schilling, Jr., came to work alongside his dad as a multi-drill operator. But there never has been confusion about the work this team turns out. Dan, Senior, has been on the job 4 years.





teammates at Baum's

5. In his 39 years in the plant, William O. Blake has acquired a knowledge of precision machine building that is the goal of his son, R. Wayne. Bill is in plant administration. Wayne, who has been with the company 4 years, is a specialist in feeder construction.
6. The Arnetts, son Freeman and father Clyde, are an up-and-coming team in the assembly department. They are shown as Clyde makes an adjustment on one of the stream of time-saving, money-making Automatics.
7. Ellis Runyon, who has been with the company 25 years, is taking more than usual interest in one of his new assistants in the stockroom. The young fellow, son Floyd, has done a pretty good job of "catching on" during the past 9 months, according to his dad.
8. The Fosters are a family of vertical mill operators. The boys can still learn a trick or two from their dad, Clifford, as shown in the photograph. Martin (left) has been with the company 2 years; Marvin, 4 years; and Clifford, 6 years.



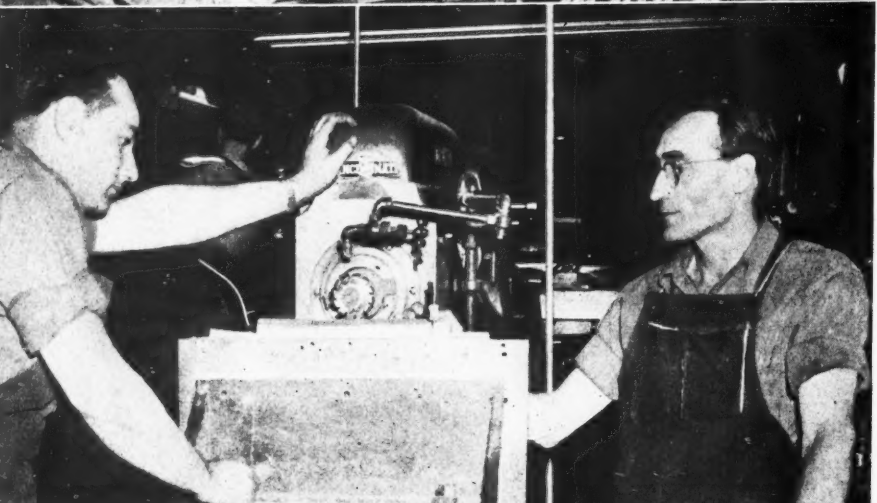
Fathers and Sons Craftsmen Teams



☆ Largest family in the plant are the Freisthlers, top photo. Left to right are Paul, Eugene, Thomas and Norbert. The brothers are, respectively, truck driver, machinist, assembler and lathe operator.



☆ Ben Schaffer has good reason to be specially proud of his son Charles. In 5 years the young fellow has worked himself into the job of superintendent of plant #2 where 14x20 models are built.



☆ Lowell Weatherhead and his father, Orville, are another family team who work side-by-side. Lowell has been with the company 6 years; his dad, 10 years. Both are horizontal mill operators.



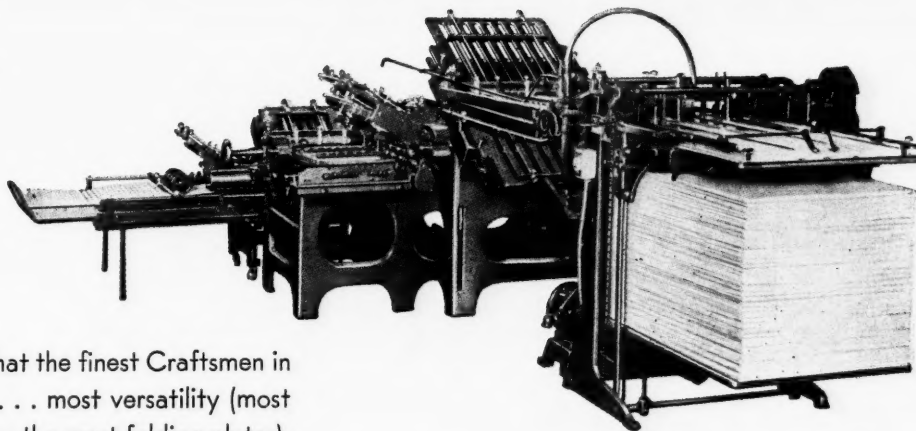
☆ Lower photo, Ward Cartwright demonstrates a fine point of lathe operation to his son, Daniel. Ward has been machining precision parts for Baum Folders for 12 years; Dan, for a year and a half.

Co-Workers of RUSSELL ERNEST BAUM . . .

Precision Engineering and Careful Construction Bring You Long Life and Unequalled Production

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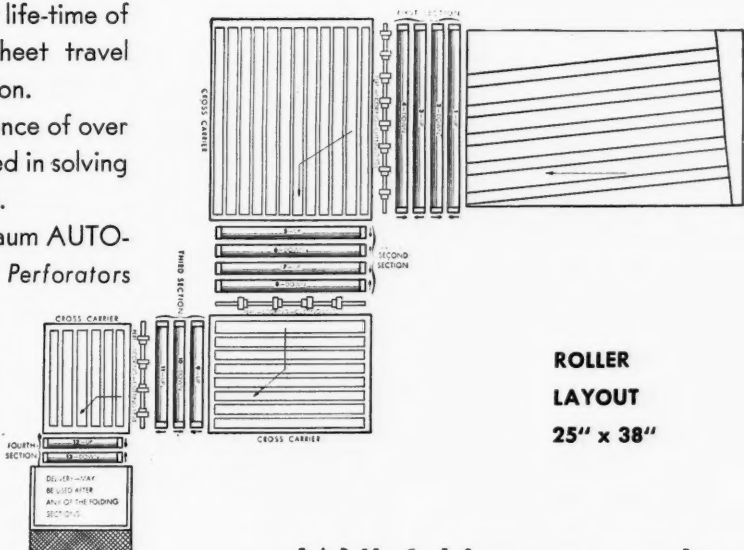
25 x 38
THIRTEEN FOLD
PILE FEED or
CONTINUOUS



☆ The finest folder that the finest Craftsmen in the world can build . . . most versatility (most styles of folds because the most folding plates). Finest accuracy . . . automatically registered. Heaviest precision construction for life-time of profit-creating service. Fastest sheet travel speed, therefore greatest production.

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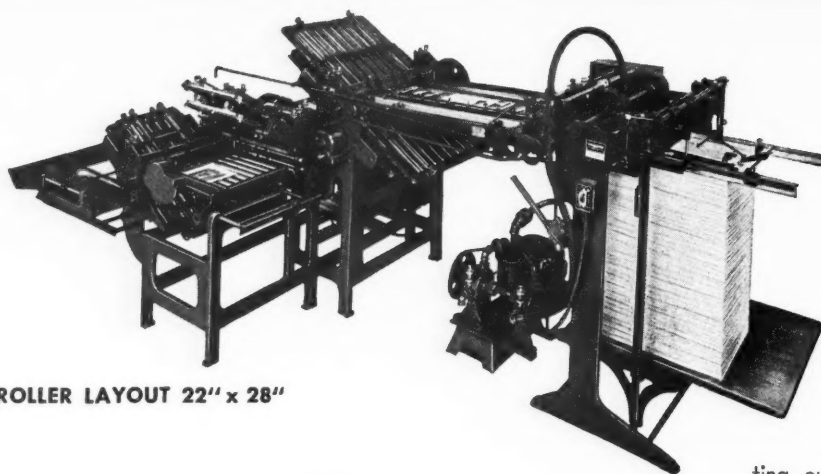
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CONTINUOUS FEED**

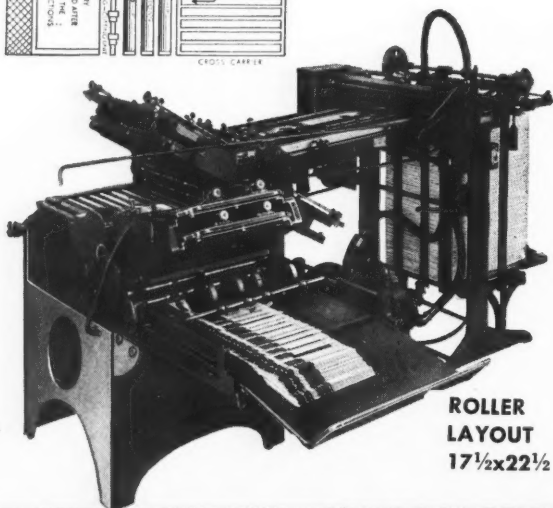
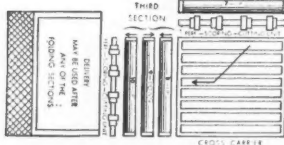
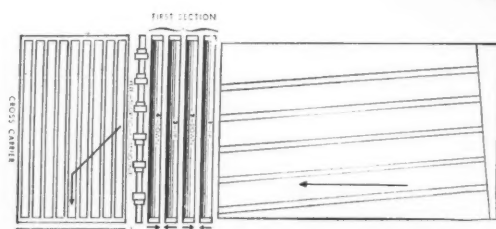
**144 styles of folds,
4 pages to 64**

Like on all other models you can fold several up, cutting out the marginal bleeds and end trims while folding . . . floor clearance for waste trims after each section.

All models score before right angle folds. Perforators throughout for book work. Calipers preventing more than one sheet feeding . . . on all models.

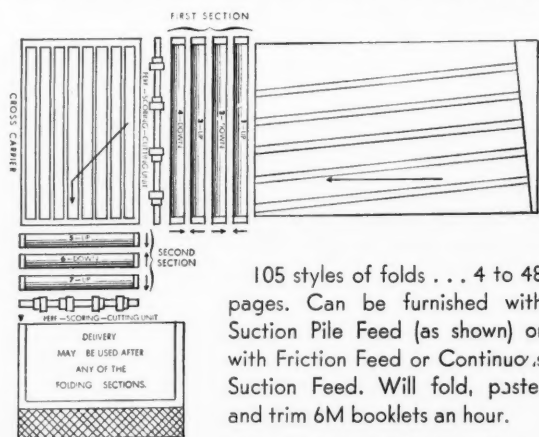
Commercial Perforating . . . Multiple Cutting.

**FOLDS,
PASTES,
TRIMS
6,000
Booklets
an hour.**



**ROLLER
LAYOUT
17½x22½**

Baum **17½ x 22½ SEVEN FOLD SEXTUPLET**



105 styles of folds . . . 4 to 48 pages. Can be furnished with Suction Pile Feed (as shown) or with Friction Feed or Continuous Suction Feed. Will fold, paste, and trim 6M booklets an hour.

Perforating. Multiple cutting.

RUSSELL ERNEST BAUM

615 CHESTNUT ST.

PHILADELPHIA 6, PENN.

TELEPHONE ASTORIA 8-1200

... 1500 plates without a single failure

DENNISON & SONS
Manufacturing Lithographers, Engravers and Printers
BOSTON DIVISION: 281 CAUSEWAY STREET - BOSTON - MASS.
PHILADELPHIA DIVISION: 511 N. BROAD STREET - PHILADELPHIA
35-37 THIRTY SIXTH STREET
LONG ISLAND CITY 1 - N.Y.

June 25, 1947

Mr. Sidney Blau,
Electron Lithoplate Corp.,
99-105 Sixth Avenue,
New York 13, N. Y.

Dear Mr. Blau:

Since the installation of your Electron Lithoplate Process in March of this year, we have made approximately 1500 plates without a single failure on the press. The longest run we have had to-date is 185,000 impressions on a Harris ISS Press in blue ink on a fine line plate and at the end of the run the plate was placed in storage for future use.

The quality of the plates we have made by use of your process has been equal to that of the conventional deep etch plates at a material reduction in cost.

It is our opinion this new Electron Lithoplate Process is one of the major forward steps which has been made in this industry in the past twenty years.

Very truly yours,

DENNISON & SONS

M. P. Thwaite

PRESIDENT

MPT:LS
M. P. THWAITE

This major forward step

Developed by lithographers for lithographers, the Electron process provides the answer to long-life intaglio plates directly from negatives, at the touch of a button. The above letter attests to the satisfactory performance of the Electron Lithoplate Process. For complete information, write TO-DAY.

CANADIAN DISTRIBUTOR

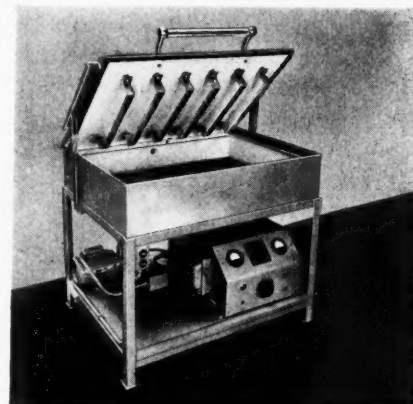
MANTON BROTHERS

Toronto, Montreal, Winnipeg, Vancouver

SOLE U. S. DISTRIBUTOR

J. H. & G. B. SIEBOLD, INC.

47 Watts Street., New York 13, N. Y.



Please Mention THE INLAND PRINTER When Writing to Advertisers

about that
new equipment
you're planning to buy!

It isn't a bit too early to do some serious thinking*
about the trade-in value of that new offset press or
power paper cutter—which you haven't even ordered.

* You can be reasonably sure, if the equipment you purchase today has little to recommend it beyond the promise of "immediate delivery", that such a selling point will have lost much of its glitter when you are ready to talk "trade-in".

Rebuilt Harris offset presses and Seybold paper cutters have, for a great many years, brought top prices in the used machinery field. Many of the same qualities responsible for the original purchase of Harris-Seybold equipment, such as *established acceptance in the graphic arts industry . . . traditionally rugged construction . . . availability of replacement parts . . .* have been important reasons why rebuilt Harris-Seybold equipment has always been in demand.

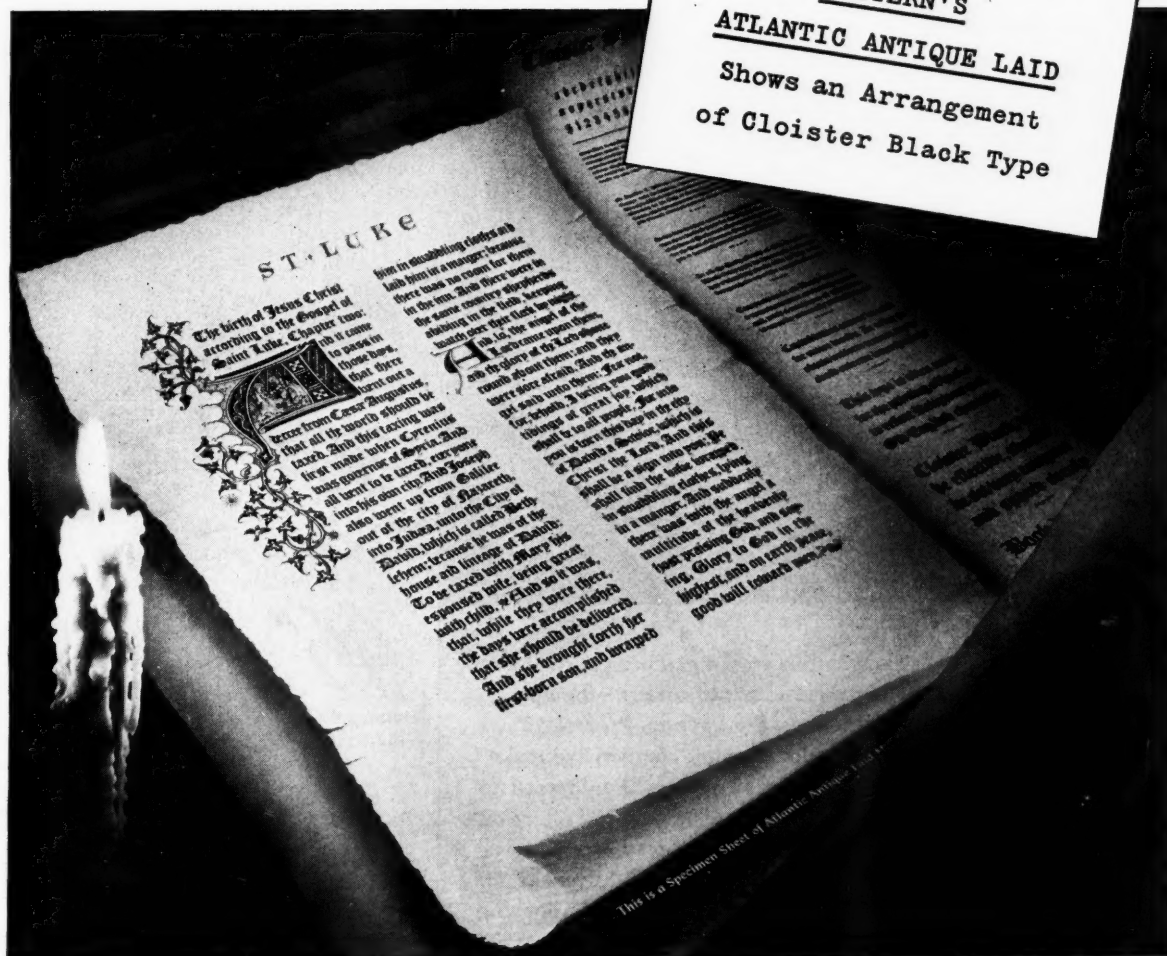
When the time comes for you to part with that offset press or paper cutter "which you haven't even ordered" . . . will you get the top trade-in dollar?

you'll be glad you waited a little longer for

**HARRIS OFFSET PRESSES • SEYBOLD PAPER CUTTERS
OTHER HARRIS-SEYBOLD GRAPHIC ARTS EQUIPMENT**

HARRIS-SEYBOLD

This Month's
Specimen Sheet of
EASTERN'S
ATLANTIC ANTIQUE LAID
Shows an Arrangement
of Cloister Black Type



DURING the month of December, Eastern Corporation is distributing to printers and buyers of printing a specimen sheet of *Eastern's Atlantic Antique Laid* which shows an arrangement of Cloister Black Type. This sheet was uniquely designed in keeping with the Christmas season by Joseph Thuringer of the Rochester Typographic Service at Rochester, New York.

For the same reason that printers might select Cloister Black Type to depict stateliness and beauty in printing, they would choose Eastern's Atlantic

Antique Laid for their paper. A distinguished sheet with the look and feel of exceptional quality, Eastern's Atlantic Antique Laid is worthy of the finest printing. Its uniform, tub-sized surfaces . . . free from waves, wrinkles, and lint . . . insure smooth performance on the press without trouble or fuss.

If you, as one who specifies paper or printing, are interested in this specimen sheet of Eastern's Atlantic Antique Laid, a request on your business letterhead will receive prompt attention from one of our Paper Merchants or our Advertising Department.



EASTERN CORPORATION

BANGOR, MAINE

Makers of Atlantic Bond and other Fine Business Papers

For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"

45

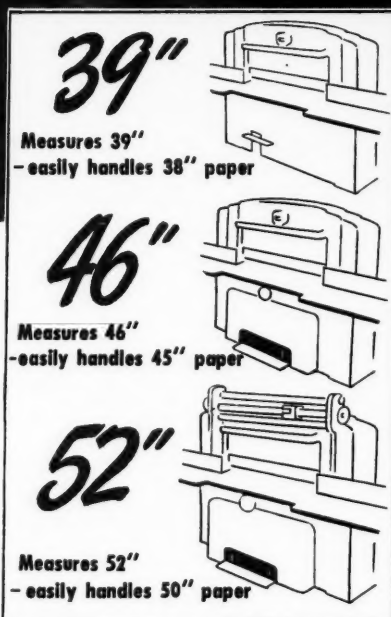
The Lawson BIG 3 in Paper Cutters







There are three big reasons why this crowd gathered at the Lawson showrooms to see the big three in paper cutters—the famous Lawson 39" and its two companions, the Lawson 46" and 52".

Yes, the Lawson 39" has outsold all other competitive makes ... and now there are THREE Lawson Cutters. Engineered to the exacting needs of the trade, the Lawson 46" and 52" offer you as standard equipment Tip Toe Hydraulic Treadle, Hydraulic Clamp and Positive Clamp Pressure. Optional equipment includes Motor-controlled Back Gauge or an Automatic Spacing Device ... now or later as your needs require.

They're all on display at the Lawson Showrooms. Drop in today and see for yourself why they are the big THREE in paper cutters.



-  **Advanced Safety Devices**
-  **Increased Accuracy**
-  **Stepped-Up Production**
-  **Longer Life**
—Greater Dependability

Main Offices and Showrooms: 426 WEST 33rd STREET, NEW YORK 1, N. Y.

EXCLUSIVE DISTRIBUTORS

HARRY W. BRINTNALL CO., INC. . . Los Angeles, San Francisco, Seattle
A. E. HEINSOHN PRINTING MACHINERY Denver, Colo.
TURNER PRINTING MACHINERY, INC. Cleveland, Chicago, Detroit
SOUTHEASTERN PRINTERS SUPPLY CO. Atlanta, Ga.
SOUTHWESTERN PRINTERS SUPPLY, INC. Dallas, Texas
SEARS LIMITED Toronto, Montreal, Winnipeg, Vancouver

E.P. LAWSON CO.
NEW YORK
BOSTON PHILADELPHIA

LAWSON . . . PIONEERS IN PAPER CUTTING MACHINERY SINCE 1898

How Reliance V*S can help you meet the greatest challenge industry has ever faced

WAGES go up and up, along with materials and other manufacturing costs. But to keep America prosperous, prices cannot be permitted to spiral to the point where large numbers of consumers are forced out of the market. How to prevent this presents the greatest challenge industry has ever faced.

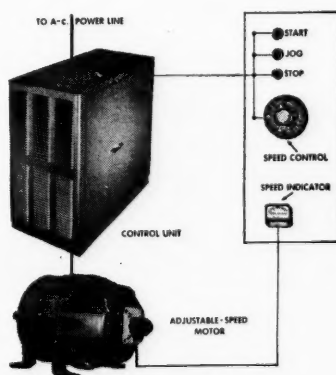
One sound answer is increased production through the use of more efficient machinery and methods. And this is where Reliance V*S can help you. *We have yet to find the industry where the V*S Drive cannot improve the quantity and quality of output, while lowering costs.*

A Reliance Application Engineer will survey your operations, then show you where and how you can benefit most through use of V*S—the All-electric, Adjustable-speed Drive, operating from A-c. Circuits. Just phone the nearest Reliance representative or write us direct for Bulletin 311.

RELIANCE ELECTRIC & ENGINEERING CO.
1101 IVANHOE ROAD • CLEVELAND 10, OHIO
Sales Representatives in Principal Cities



Available in the Electronic System (1 to 5 hp.), in the Rotating System (1 to 200 hp.), or in a combination of both systems.



Reliance V*S Drive provides unlimited flexibility of machine operation. Starting, stopping, speed changing, reversing, maintenance of proper tension and other functions are exercised automatically or manually from nearby or remote stations.

RELIANCE ^{AC} _{DC} MOTORS

"MOTOR-DRIVE IS MORE THAN POWER"

Please Mention THE INLAND PRINTER When Writing to Advertisers

The *SENSATION* of the Industry

The NEW STRONG GRAFARC

HIGH INTENSITY ARC LAMP

A fully automatic light source especially designed for all photo-mechanical reproduction processes.

OFFSET LITHOGRAPHY
PHOTOENGRAVING
ROTOGRAVURE

WITH...

CAMERA, PRINTING FRAME,
COMPOSING MACHINE

Exceptional steadiness of intensity and color balance of light output... The optical system is so designed that uniform illumination can be provided on any work from 8"x10" up to billboard size... The Grafarc eliminates the illumination variable in the accurate control of densities. With this Strong lamp a dollar's worth of electrical power will properly expose five to eight times more sensitive material than with present arc lamps. This efficiency is largely attained through the use of an easily cleaned, silvered glass, diffused reflector.

An automatic arc striker brings the arc up to full brilliance in less than five seconds. The burning away of the carbons is compensated for by means of a variable speed carbon feed motor, which maintains constant arc gap length.

Thoroughly TESTED and PROVED in the plant of one of
AMERICA'S LARGEST PLATE MAKERS

Write today for prices and free literature • No Obligation

ENGINEERED AND PRODUCED BY

THE STRONG ELECTRIC CORPORATION

The World's Largest Manufacturer of Projection Arc Lamps

57 CITY PARK AVENUE • TOLEDO 2, OHIO

USE THIS COUPON FOR CONVENIENCE IN OBTAINING LITERATURE

THE STRONG ELECTRIC CORP., 57 City Park Ave., Toledo 2, Ohio.
Please send free literature and prices on the new Strong Grafarc High Intensity Arc Lamp.

NAME

FIRM

STREET

CITY

STATE

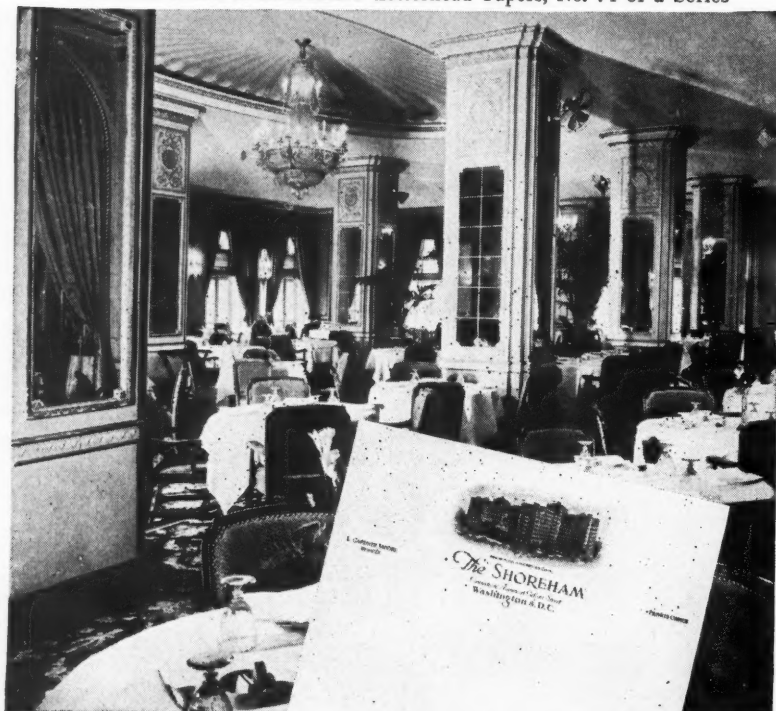
Christmas 1947



hat better time than Christmas for every American to reaffirm his faith in God and emulate the great builders of our nation—God-fearing men—who turned to prayer for guidance and inspiration. ~ Only through prayer and faith can we assure the continuance of freedom without fear—tolerance without tyranny—democracy and lasting world peace. ~ Without the worship of God, life is stark. On this Christmas Day, let us humbly pay homage to Christ who humbled himself for mankind. ~ Let us resolve, through Christian fellowship, to do our part to maintain the rich heritage of our country and to help those less fortunate peoples of the world.

INTERNATIONAL PAPER COMPANY

Prominent Users of Strathmore Letterhead Papers, No. 74 of a Series



Because prestige is important

The SHOREHAM

uses STRATHMORE

Daily, the Shoreham corresponds with distinguished men and women ...visiting royalty, statesmen, members of the diplomatic corps, as well as Americans of means, taste and importance. It is no mere accident that the Shoreham uses Strathmore for its letterhead to express the quality of its service, the meticulous attention it gives to every detail. The feel and appearance of fastidiousness in the paper, the illustration of this beautiful hotel in a well balanced, engraved design, the crispness of the typewriting, convey Shoreham standards at once.

What does your letterhead do to express your business? It is the first and continuing impression your correspondents receive. Make sure it is the best possible by specifying a Strathmore letterhead paper.

Strathmore Letterhead Papers: Strathmore Parchment, Strathmore Script, Thistlemark Bond, Alexandra Brilliant, Bay Path Bond, Strathmore Bond.

STRATHMORE **MAKERS**
OF FINE
PAPERS

Strathmore Paper Company, West Springfield, Massachusetts

50

Please Mention THE INLAND PRINTER When Writing to Advertisers

Strathmore

ADVERTISEMENTS

in national magazines tell your customers about the letterheads of famous American companies on Strathmore papers. This makes it easier for you to sell these papers, which you know will produce quality results.

★ ★ ★

This series appears in:

TIME

NEWSWEEK

UNITED STATES NEWS

BUSINESS WEEK

ADVERTISING & SELLING

TIDE

PRINTERS' INK

SALES MANAGEMENT



Erase **THE BUGABOO OF** **LONG, EXPENSIVE** makeready



★ You can do it with the new, completely automatic DUTRO-HENDY Web Color Press. Through the use of pre-registered plates color makeready for four color jobs can be handled in an hour—or less per color unit. Compare that to present expensive makeready time. Multiply the standing time now required by every job run throughout a year, the waste can be so enormous you won't want to face the figures.

Where the color setting between two jobs is approximately the same (as for bookwork, newspapers, directories, etc.) you can knock the time down to 10 to 15 minutes per color unit. That's what makes a DUTRO-HENDY an ideal press—not an idle press.

Here's another of many important points: **NO BLANKET IRONS REQUIRED**—a feature which, in itself, will save thousands of hours during press life.

Let us give you the complete story in the booklet "A Story of Profit Opportunity." It tells of high speed production—up to 15,000 cylinder impressions an hour, depending upon the stock and type of delivery. Front and back color printing for any number of colors (one color for each unit). Up to 300 line halftone screens—even on newsprint. Prints on stock from light weight papers to light tag. All this means it is the "money-maker press" for newspapers, special sections, complete publications, calendars, catalogs, labels, funny papers, directories, novels, telephone books, wrappers, in fact almost anything on papers; faster and better.

TWO STANDARD PRESS SIZES:

45½" cylinder circumference x 37½" maximum web.
38" cylinder circumference x 51½" maximum web.
Other sizes built to customers' specifications.

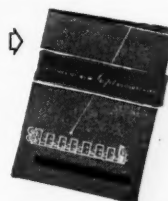
WRITE for "A Story of Profit Opportunity." 

Watch for dates of the Working Demonstrations to be held at the new \$6,000,000 home of Pacific Press Inc., Los Angeles.

JOSHUA HENDY CORPORATION

601 WEST 5th STREET • LOS ANGELES 13, CALIFORNIA

For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"



Here's America's Preferred Bond!



One of the largest-selling papers in the world, Nekoosa Bond is preferred by printers and lithographers because of its *smoothness*, its *appearance*, its *printability*. When recommending Nekoosa Bond to your customers, you can be sure that you are suggesting one of the finest bond papers available.

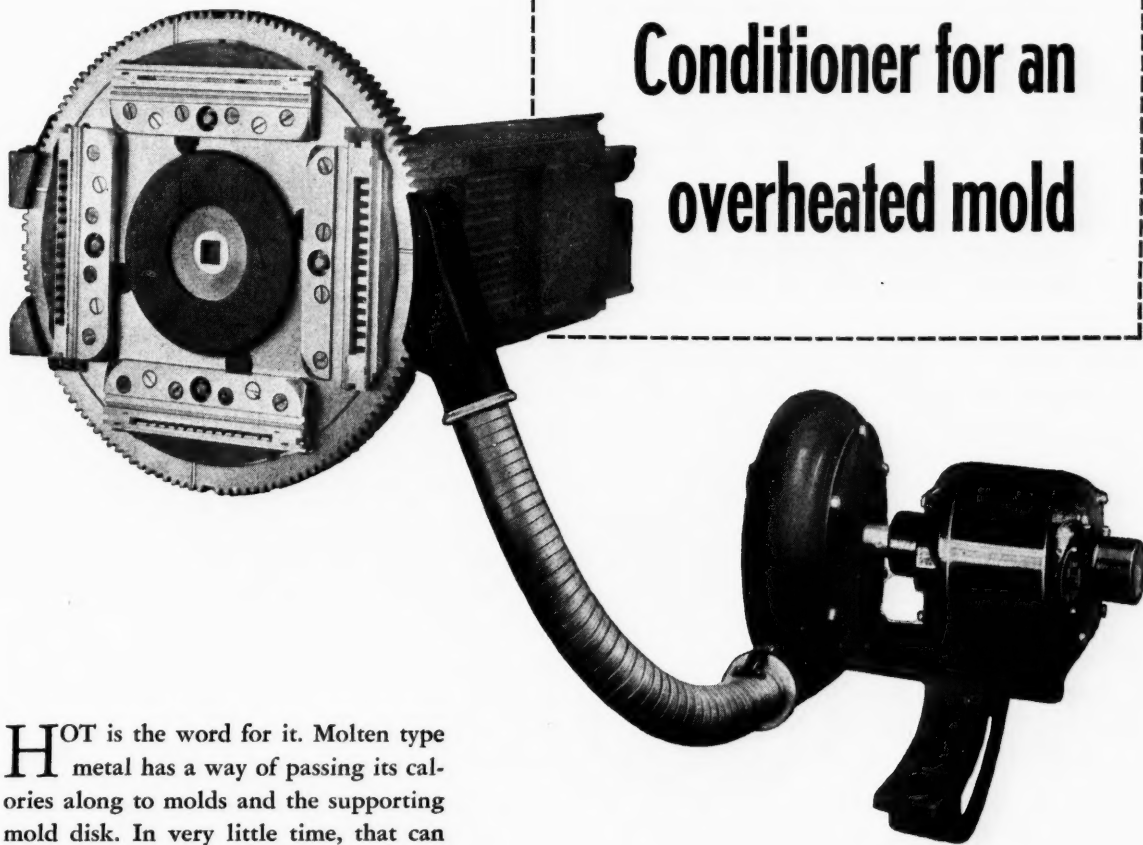


Nekoosa BOND
MADE IN U.S.A.

NEKOOSA-EDWARDS PAPER COMPANY • PORT EDWARDS, WISCONSIN

LINOTYPE CONTROLS TEMPERATURE WITH A

Conditioner for an overheated mold



HOT is the word for it. Molten type metal has a way of passing its calories along to molds and the supporting mold disk. In very little time, that can raise quite a temperature.

To eliminate overheating, Linotype features a Thermo-Blo air-cooling unit that sweeps the mold with air as it reaches the ejection position. The benefits are significant. Cool, controlled air helps to produce solid, close-grained slugs with a perfect printing face. And it discourages warping of the molds and mold disk.

Thermo-Blo delivers up to 200 cubic feet of air a minute. Since the air is not compressed, there is no moisture condensation, no rusting of molds. Because of complete control, the air is restricted to the

length of the mold. There is no cooling action on the mouthpiece, no draft to annoy the operator.

Like the famous Micro-Therm metal pot temperature control, Thermo-Blo is an important aid to large volume, quality production. It may be installed on a new Linotype at the factory, or applied to your present equipment as it stands on the composing-room floor. Just call your local Linotype Representative.

MERGENTHALER LINOTYPE COMPANY
29 Ryerson Street, Brooklyn 5, New York

Linotype Garamond Bold No. 3 series with Erbar Medium and Spartan Black Condensed



Please Mention THE INLAND PRINTER When Writing to Advertisers



*O little town of Bethlehem!
How still we see thee lie;
Above thy deep and dreamless sleep,
The silent stars go by.
Yet, in thy dark street shineth
The everlasting Light;
The hopes and fears of all the years
Are met in thee, tonight.*

—PHILLIPS BROOKS

The Inland Printer

LEADING BUSINESS AND TECHNICAL JOURNAL IN THE PRINTING AND ALLIED INDUSTRIES

J. L. Frazier, Editor

DECEMBER, 1947

Printers Expect Good Business in 1948 Unless Expenses Force Prices Too High

● THE MAJORITY of printers in this country expect to do more printing in 1948 than they did during the banner year of 1947, provided wage increases and rising costs of materials do not force them to price their product out of the market. This is indicated by information and comment sent to THE INLAND PRINTER by printers in thirty-six cities representing all sections of the country.

The continuing high level of our industrial production and profits, increases in advertising appropriations, and more use of direct mail and other printed promotion stimulated by return to a competitive consumer market, were given as the reasons for anticipating a greater volume of printing next year.

Some of those who expect to do only about the same amount they did last year are already operating at capacity, and they either have no plans for immediate expansion or anticipate the continuing shortages of manpower, equipment, or paper. Those few who said they expect to do less are already feeling the pinch of price competition in printing or believe that the increased costs will cause curtailment of the buying of printing next year.

Competing for Luxury Dollars

The year just closing was an exceptionally good one for printing. The great majority of printers reporting to THE INLAND PRINTER said they did a greater volume than in 1946, many reporting an increase of 25 per cent or better.

Most printers believe this good business will continue on well into

By Glenn C. Compton

NEW YORK EDITOR

1948 at least. In answer to a question as to what factors would favorably influence printing volume in 1948, the increased advertising and promotion to move the goods was most frequently mentioned.

The need for good selling material is stronger now than ever, said one printer. Another noted the increase in advertising budgets and the pent-up demand for catalogs and descriptive material, which will become greater as competition becomes keener and we go toward a buyers' market. New products, new catalogs, changes in prices, competition in retail fields, and new sales campaigns were favorable factors enumerated by another printer.

A prominent direct mail printer in the East said that "more competition for the few 'luxury' dollars available after necessities are paid for will cause an increase in direct mail and promotional literature. We're getting back to real selling days. I believe that relaxation of credit buying controls will cause the stores and all other companies who sell for credit to do the biggest promotion job in history, but unfortunately they'll sell the price and not the value of merchandise."

The observation by one printer, that advertising appropriations in 1948 by many large companies are being stepped up and a definite increase in direct mail campaigns is noted, is borne out by information from other sources. Larger adver-

tising appropriations, as much as 50 per cent over 1947 in some cases, are being budgeted for 1948 because of the need for more intensive coverage in domestic markets, it was brought out at the recent convention of the Association of National Advertisers in Atlantic City. Packard, for example, will launch the most extensive new-car advertising program in its half-century history.

Printers and lithographers will benefit not only from more dollars spent for advertising, but also from the larger share of the advertising dollar they will get. Marvin B. Faurebach, president of the Production Men's Club, a group of production managers of New York City's leading advertising agencies, speaking at a luncheon of the Milton Paper Company, said there is a definite trend toward appropriation of a greater percentage of the advertising dollar for direct mail, point-of-sale material, and other printed promotion. More and more advertisers are learning, he said, that space advertising alone doesn't do the job—it must be backed up with printed promotion to the consumer in the home and in the store.

Increase in Direct Mail

Mr. Faurebach also said that the increases in magazine advertising rates may throw more money to direct mail, perhaps counteracting some of the buyer resistance to higher printing costs. The Direct Mail Advertising Association, in a survey of direct mail trends, said that increased production costs are being met with larger budgets by a majority of advertisers.

The DMAA survey showed that 74 per cent of the advertisers reporting will increase their budgets for direct mail advertising and selling. A change in copy from emphasis on "availability" to stressing quality and long wear, and use of the "reason why" technique of selling are signs of a switch from a sellers' to a buyers' market.

More and more producers are also utilizing "educational copy" in direct mail to avoid the cost of maintaining the large sales and service agencies to explain their products. Appliance companies are cited as an example in the use of direct mail for instruction, to obtain the most advantageous use of all their products and at the same time to emphasize the local repair and service facilities.

Immediate Future Good

The good printing volume anticipated for 1948, for the reasons just outlined, will of course depend upon a continuation of the present high level of industrial production. The recession which was predicted for the latter half of this year didn't take place, and the economists and the forecasters are now pushing it ahead at least another six months. Government money for export materials, bonuses, and retirement pay for war veterans helped maintain volume and consumer purchasing power, and now the Marshall plan, which Congress will probably pass, will pour additional billions of dollars into the market and probably stave off a depression for an indefinite period. The housing industry, which at last is showing signs of real activity, is expected to contribute a great deal to continued prosperity in 1948.

The Marshall plan may help business in 1948, but it will create a debt and tax situation which will pile up trouble eventually. Economists, who are often wrong and seldom agree with each other, are unanimous in their warning that a day of reckoning is bound to come. It is anybody's guess as to when. W. M. Kiplinger, speaking at the recent Direct Mail Advertising Association convention in Chicago, said there will be a lot of smaller recessions in particular lines of business during the first half of 1948, but that no general recession is in sight.

Babson says there is no clue as to the timing of a readjustment that must follow "overexuberance of commodity prices." The day of reckoning may be as far off as even a year or longer, but if the present inflationary tendencies continue to

expand and tower, the only remaining question will be one of time. At this stage of the postwar inflation cycle anything can happen, he says, and ordinary caution may pay big dividends.

A business recession, beginning in the second quarter of 1948, is seen by 80 per cent of the New York Credit Men's Association's 3,500 members, who represent more than twenty diversified industries in and around New York City. The reasons leading to the recession, the credit men say, include high prices, excessive inventories, purchaser resistance, lack of capital, and labor unrest. The only exceptions noted were in the steel and construction industries, which look forward to a boom in the midst of slump conditions which they expect in all of the other industries.

Printers don't have to be too much concerned about the economic picture in the immediate future, for printing volume historically holds up for a year or more after a recession starts.

What printers are most concerned about just now, THE INLAND PRINTER survey revealed, is the danger that high printing costs, due mostly to increased wages and to a lesser extent to the high cost of paper and the other materials, may price some printing out of the market. That this is the chief potential deterrent to enjoying the maximum volume in 1948, is the belief of most of the printers who replied. These included not only those who said they might have less volume next year because of higher prices, but also a great majority of those who expect to do more or at least the same amount of printing next year, IF—the high costs don't price them completely out of the market.

Prices Go Too High

As one printer phrased the situation and its inherent danger, "as wages go up, prices go up. As prices go up, dollar volume goes up. As dollar volume goes up, production volume may go down. Profits may be higher in the immediate future, but lower later because we may have priced ourselves out of the market for later business."

There are signs that this is happening already, although not yet to any great extent. More than half of the printers, including many of those who had greater over-all volume this year than last, said they had lost business because of higher prices. Some of it has gone to office duplicating machines operated by private industry, or to the "kitchen

shops" which turn out an inferior product at a price. In other cases buyers have curtailed the quantity of their printing, or are using less elaborate pieces.

The growing use of office duplicating machines by companies seeking relief from high printing costs is a real threat to commercial printing volume. The trend is now being accelerated by many technological advances in this field, especially in the development of proportional spacing, self-justifying typewriters which produce text closely approximating type in appearance but at a much lower cost.

Office Duplicating Machines

The paper industry is watching the office duplicating field closely and sees in it a new market for paper. Harry Gould, the president of Reinhold-Gould, Incorporated, New York City paper merchant, in a discussion of the problem of making paper for the "many new types of printing equipment being introduced to the graphic arts today," said that "some of these machines are so easy to operate that they are being installed in business offices where clerks are quickly taught to run them. Because these speedy machines are already growing in number, the market for paper to supply them grows proportionately. . . . Without a doubt, the shades have been drawn on the day of selling (paper) only to the printer, the lithographer, and to the publishing interest."

One printer of high quality color work for advertisers said that "the high cost of producing it is, in many cases, a deterrent. A specialist in advertising printing has a problem to produce good selling material at a price that would earn its salt."

Another printer noted that church and school printing, in fact all the printing for non-profit institutions is showing some decrease, much of it going to the substitute processes. One prominent Eastern publication printer said that the "extremely high costs of printing are going to affect all magazines in 1948 to such an extent that many of the smaller publications will go out of business. The increases in wage costs in the printing industry have been way out of line with the general increases granted in other industries (58 cents an hour more than in 1945 in the printing industry, or 64 cents if fringe concessions are included, as compared to an increase of 33½ cents since 1945 for all industry, according to Oscar Whitehouse, secretary of the PIA Union Employers

Section—Editor). With this condition the magazines cannot raise their prices enough to cover these increased costs and still keep their present circulation figures."

Printers who operate combination plants say they are switching from letterpress to offset those jobs which can be produced more economically by the latter process.

Another round of wage increases would put a difficult squeeze on most printers. They would be faced with the dilemma of absorbing or passing on the increases. To absorb all of them would lower profits to the danger point; to pass all of them on would create buyer resistance, especially if they make printing seem too big an item in industrial budgets. So far the price of printing has not increased as much as the cost of living, but there is a limit to what the market can stand.

Faced with a special situation are printers in big cities like New York and Chicago, where the wage rates higher than the industry average are driving work, especially publications, to plants in lower wage areas. This migration does not reduce the total volume of printing, considered nationally, but it does make double-trouble for big city printers. On top of high costs which may reduce the volume for the industry as a whole is pyramided this wage differential burden which is driving business out of the big towns.

Other Side of Picture

Not only publication printers, but all printers in these cities suffer as a result. Printers who lose publications seek other types of printing as a replacement, with the resulting competition causing all printers in the area to lose volume, or to do work at a lower profit.

Shorter hours, and low production which has not kept pace with increased wages, were mentioned by numerous printers as contributing to high costs. Some fear that strikes and slowdowns during the period of readjustment under the Taft-Hartley Act may reduce volume in 1948.

Rising costs of materials, especially paper, as well as increased wages, were noted by many printers as contributing to the total increase in the cost of printing.

Difficulties in obtaining equipment, manpower, and paper were mentioned by several printers as possibly restricting volume in 1948. The equipment manufacturers have made great progress in supplying machinery during the past year, but they are unable yet to meet all demands made upon them and have

a considerable backlog of orders which will take some time to fill.

Badly needed equipment delivered this year and next, and enlarged plants will help the industry take care of a greater volume in 1948, one printer observed. In a poll which the Printing Industry of America



From the files of THE INLAND PRINTER for July, 1885, these typical reports from corresponding craft secretaries have been taken to show the unfavorable state of affairs existing in the graphic arts at that time. *What a difference half a century has made!*

Austin, Texas: State of trade, very dull. Prospects, discouraging. Printers are advised to stay away from Austin; men are loafing now.

Boston, Massachusetts: State of trade, bad. Prospects, none. Compositors on evening papers, 30 cents per hour.

Buffalo, New York: State of trade, very dull. Prospects, uninviting.

Chicago, Illinois: State of trade, duller than ever. Prospects, gloomy. Compositors, 40 cents per hour. Job printers \$18 per week.

Evansville, Indiana: State of trade, very dull. Job printers, \$12 per week. Printers are urged to give Evansville a wide berth.



conducted among its members, 388 companies said they have increased composition facilities, as against 571 who have not; 531 have expanded pressroom facilities, compared to the 437 who have not; and 416 have added to bindery facilities, whereas 488 have not. In the same poll, 294 companies said they expected to expand composition facilities in the future; 473 plan pressroom expansion; 268 bindery expansion.

Manpower has improved, too, but not enough, especially in skilled labor, to take care of much additional volume next year. In the PIA

poll, 799 companies said they were having difficulty in obtaining additional manpower, as against 200 who were not. A printer in a mid-western city, replying to THE INLAND PRINTER questionnaire, blamed the housing shortage for his inability to attract the labor from elsewhere, even at good wages.

Paper is still a problem. Increased production barely keeps up with growing demand. The majority of the printers reporting to THE INLAND PRINTER said that their paper supply had improved, at least a little, but that they still had difficulty in getting some kinds. Most frequently mentioned as "hardest to get" was coated. Next were book papers, such as English finish and antique, and sulphite bonds. Leading those types "easiest to get" were rag content papers. In general, cheaper grades are hard to get, expensive ones easy, which reflects the fact that paper is still in a sellers' market and much of the limited supply of pulp is being used to make the more profitable grades. One printer made the observation that paper manufacturers have not increased output in proportion to demand and are not making the lower-priced papers in previous volume.

Hold Line in Prices

Two large printers of magazines and low-priced books said that the shortage of groundwood papers may restrict volume in these products.

With their comments some printers included suggestions for remedying the high cost situation. One said that "rising costs, which will continue, must be offset by improved methods and procedures, new equipment, and improved plant layout or new quarters, plus concentrated training of workers toward greater production." Another said printers "must hold the line in prices and increased labor and material costs from now on out or it might affect the volume of printing."

Donald L. Boyd, the president of the Printing Industry of America, speaking in Baltimore recently, said that "the future security of our industry—and by that I mean employers and employees—rests on our ability to hold a price line that will not put us 'out of the market' and will not cause wholesale desertion to other methods of reproduction and communication which are available at lower costs. This depends very largely on our ability to handle the labor relations and personnel problems of our industry in such a way as to maintain complete harmony and increased production."

To sum up, printers see excellent business ahead for next year, but realization of potential volume depends upon ability to hold the price line. In spite of present preoccupation with the cost problem, printers are traditionally optimistic when they take a long-range view. We'd like to end this review on a cheerful note by quoting the remarks of one printer, which are typical of the faith that progressive printers have in the soundness of their business.

"Our volume will increase in 1948 by at least 50 per cent," says George G. Fetter, Jr., the president of the Fetter Printing Company, Louisville, Kentucky, who gave permission to quote him directly, "partly due to a new contract just signed, but our volume has increased now for several years, about \$100,000 a year, as the buyers of fine printing have found what we can do for them. We are in the process of building up a work force for a second shift, which already is about 50 per cent in operation. We are looking forward with greatest confidence as we believe that, if hard times do come, it will 'separate the men from the boys.' We are not troubled by any doubt into which category we will go.

"There may be some lessening in printing orders, but we feel that our protection lies in the fact that we have concentrated on building up our quality to the highest possible point. This has taken us out of the ordinary competition and we believe that as our reputation grows there will always be enough customers who want fine work to keep us busy. . . . The printing business is a swell business, if you treat it right."

Merchandising

THERE ARE a great many definitions of the term *merchandising*, all of them good, no doubt. In fact, there are so many definitions that the average man becomes quite confused with all the words and decides that there is some mystery about it.

There isn't any mystery, except that mystery which never fails to surprise us when the other fellow pops up with a simple idea to add to his store of sales efforts.

After all, *merchandising is simply the sum of all the little influences*, each one important in itself, which must be added together to make a truly successful sales operation.

Product acceptance can more or less be traced to the *number of little selling helps*. To have but a few of them means but a moderate success at best. To have a large supply is to produce a satisfactory success.

—Automotive & Aviation Wholesaler

PIA President Boyd Began Career as a Newspaper Man

DONALD L. BOYD, newly elected president of the Printing Industry of America, Incorporated, might have remained a newspaper man if his employer back in 1923 had not given him the toughest assignment of his career. At that time Boyd was a 24-year-old reporter on the *Wheeling Intelligencer*, of Wheeling, West Virginia. One day the owner of the paper, also the owner of the Wheeling News Lithograph Company, who had been watching Boyd's performance as a reporter, called Boyd into his office and bewildered the youth with this announcement: "Don, I have a new assignment for you. I want you to take over the management of the job printing plant."

Over Boyd's protests that he knew nothing about the printing business, his employer continued: "You have brains, haven't you? Use them! The job is yours. Study it, find out what new equipment we need, and I'll back you to the limit."

Thus was Donald L. Boyd abruptly initiated into the commercial printing industry. He studied the business, became familiar with the machines and what they did, checked up on what the men in the organization were doing and why they did it. He consulted the United Typothetae of America, predecessor of the PIA, and asked to have one of their field men help him install production and financial control systems.

Successful Plant Manager

He interviewed supply men, got all the data from them that was obtainable, and, after a few months, reported to his employer concerning the new machines wanted and new methods to be installed. His recommendations were accepted, and so Boyd was established as a successful printing plant manager.

During his management of the Wheeling News Lithograph Company, Boyd helped in the formation of the West Virginia Typothetae. He became a director of the UTA, serving from 1938 to 1945. He was one of the national leaders who joined James L. Cockrell, of Tulsa, Oklahoma, then president of the UTA, and others not associated with the UTA, namely: James F. Newcomb, of New York, and Carl E. Dunnagan,



New president of Printing Industry of America, Donald L. Boyd, of the Standard Printing and Publishing Company, Huntington, West Virginia

of Illinois, and others in bringing into being the thriving national organization now known as Printing Industry of America, Incorporated, at the recent convention of which Boyd was elected president.

After remaining as general manager of the Wheeling News Lithograph Company until 1932, he then became associated with Standard Printing and Publishing Company, Huntington, West Virginia, of which firm he is now the vice-president and general manager.

Speaking of his ideas for further progress of the PIA, Boyd says he wants to see it develop techniques for the better handling of human relations problems, and contribute otherwise to the improvement of management and production in the industry. He also has an interest in increasing the prestige of the industry so that its voice may be heard effectively in governmental legislation and other administrative affairs in order to advance the interests of printers.

"My career to date in the commercial printing industry has been an interesting and happy experience," declares PIA President Boyd. "I have made many fine friendships, and I expect to make many more."

Printing Equipment Manufacturers Foresee Continuation of Good Business in New Year

● THE PRINTING equipment manufacturers in 1947 took care of a very substantial portion of the printing industry's replacement and expansion needs, but they were unable, in spite of producing at double or better the prewar rate, to make much of a dent in their continuing backlog of orders. One leading press manufacturer, in fact, reporting in a survey conducted by THE INLAND PRINTER, stated that his backlog of orders as of today is even slightly higher than it was a year ago, and that orders continue to be received at a high level.

Even with almost full capacity production in fully reconverted and expanded plants, it will be some time yet before manufacturers can catch up with the demand which accumulated during and since the war. In the meantime manufacturers are still placing emphasis upon stepped-up production of improved models brought out since the war, but several said they will probably introduce new machines and new models in 1948.

Backlog of Orders

During the autumn of this year, the largest shipments of printing machinery, type, and other printers' supplies in its fifty-five-year history were made by the American Type Founders, Incorporated, according to E. G. Williams, president. Production and delivery are nearing capacity levels, he said, but some further increase is expected next year, which should result in a decrease in unfilled orders and a consequent improvement in delivery of equipment to customers.

Production of foundry type at ATF is currently at more than double prewar volume and will be maintained at this level until back orders are filled and normal stocks again are available in the firm's twenty-three branches.

Reviewing the company's manufacturing program, Mr. Williams said that a new 12 by 18 high speed press, the "Little Giant," has been developed and is now in full production. During 1947 the company purchased the platemaking and the camera business of Valette, Incorporated, and moved its manufac-

turing facilities to a new plant at the company's national headquarters in Elizabeth, New Jersey, where the division will expand production and introduce new and improved equipment in 1948.

A web offset press manufacturing division has also been established at Elizabeth to supplement the production capacity of the Webendorfer plant at Mount Vernon, New York. In operation during the past year, this division will be further expanded in 1948 so that the deliveries of these presses may be accelerated.

ATF will continue its policy of constant improvement of existing models and the development of new equipment required by the graphic arts industry. In addition, Mr. Williams pointed out, the company maintains a sales research department which is on constant watch for ideas in new equipment that the printer needs in his steady search for lower cost and better quality.

The current production and shipments of the Harris-Seybold Company, in terms of physical units, are more than two and one-half times the prewar normal average rate for the four-year base period, 1936 to 1939 inclusive, George S. Dively, president, told THE INLAND PRINTER. The company's backlog of orders, however, remains as high as at any time since V-J Day.

With new units being shipped at a rapid rate, it is likely that a more normal supply and demand situation will develop in the small press and cutter fields before long, but there is still some distance to go in regard to the larger equipment, Mr. Dively reported.

Double Prewar Volume

On the basis of continuing its present production and shipment rate throughout the calendar year of 1948, shipment volume of Harris products in terms of physical units should be approximately 20 to 25 per cent more than in the year just closing, said Mr. Dively. The company's postwar expansion program was completed the latter part of this year, with its enlarged Cleveland plant almost entirely devoted to the manufacture of the larger

presses. The Seybold plant at Dayton has also been enlarged to take care of the expanded demands for cutting machines as well as the increased output of small presses, the manufacture of which has been transferred from the Dayton to the Cleveland plant.

Early in 1948 the Harris company will make announcements regarding a new line of large offset presses. During the past eighteen months the company introduced new models of single-color presses in three sizes, as well as new bindery and allied equipment, including the new "Sixty" line of cutters, auto-spacers, and mill trimmers, and a new hydraulic paper drilling and slotting machine.

The E. P. Lawson Company, which shipped out more than 500 of its new 39-inch cutters during 1947, expects to maintain and probably to increase its volume of manufacture and delivery in 1948, said David W. Schulkind, president. At the end of October the company added two large paper cutters to its line—the Lawson 46-inch and 52-inch hydraulic clamp cutters.

Business Will Be Good

The information furnished by the above-named companies, and by others who preferred not to be identified, bears out a prediction made six months ago that the equipment production in 1948 would be at least double the prewar rate. This prediction, made by George S. Dively, the president of the Harris-Seybold Company, at the convention of the Lithographers National Association, was based on data collected from the ten largest companies who are making about 50 per cent of the equipment which is now being used in the printing industry.

Mr. Dively said then that shipments by these ten companies for the year beginning July 1, 1947, in physical volume would be twice the prewar average for the 1936-39 period. This compared with a rate about equal to prewar for the first twenty months of the postwar period, and a rate one and two-thirds times prewar for the second quarter of 1947. These comparative figures show the accelerated pace at

which the equipment industry has been producing since the war's end.

Opinions of equipment manufacturers on the outlook for business in general and for the printing business follow pretty closely those expressed by printers. They believe that business will be good for at least the first half of 1948, but are aware, as are printers, of the danger that high printing costs may engender enough buyer resistance to reduce printing volume.

One manufacturer believes that general business will continue to be very good, though toward the end of the year it may decline to a point lower than has recently been the case but probably to a level still much higher than in any year during the 1930's.

Lithography to Increase

Another said that, based on conditions as they are today, "we are of the opinion that at least the first six months of 1948 will continue to be as busy for the printing industry as 1947 has been. Some authorities say that with the return of a competitive situation in consumer products, there will be a greater demand for printing, which will have a direct effect on the demand for printing equipment. We also feel that the demand for better quality printing will play a part in requiring many printers to replace their old, antiquated equipment with new machines that are capable of producing better quality printing at much lower costs."

"We think that 1948 will be a good business year and that it will be an especially good one for lithography," said Stuart E. Arnett, sales manager of the Printing Machinery Division of Electric Boat Company. "Obviously, people are becoming more and more sales conscious and as their thinking becomes more active, more and more sales literature, packaging materials, displays, and other printing and lithographing products will be required in the merchandising of American goods."

A printing roller manufacturer, who said his volume this year has been so heavy he has been unable to maintain desired delivery schedules in spite of considerable expansion of facilities since 1945, said that he did not anticipate a material reduction in the volume on his product in 1948 even if there should be some slackening in general business. The printing industry is apparently somewhat unusual in that there is usually a carry-over of one or two years from a peak period, he observed.

"Business needs printing and it will continue to use printing in all its various forms," said the roller manufacturer, "provided the printing costs to business will remain at a fairly fixed percentage of their over-all costs. Printing, however, can price itself into trouble if, due to increased operating costs, it is forced to upset that relationship."

Public Relations Important

"Generally, I would say that the business outlook for the coming year is good," said George S. Dively. "Although a number of our leading economists and certain types of industries foresee the possibility of an early recession many are of the opinion that an industrial depression is not likely as long as the heavy demand for practically every type of capital goods continues."

"The outlook for the graphic arts, I believe, is bright," continued Mr. Dively. "The general economic conditions naturally will affect the graphic arts as well as other industries. However, as free competitive selling becomes more widespread, printing material should play an increased and important role in the selling activities of industry. Sales operations and selling methods will, and must, improve as competition becomes keen. In this connection, it is encouraging to note that lithographers and suppliers are keeping up their programs of selling industry upon the value of the printed message. This over-all public relations program could well become

the important productive avenue towards longer-term progress in the graphic arts."

William L. Batt, president of SKF Industries, Incorporated, makers of bearings, said in November that the nation's newspaper and printing industry is undertaking the greatest expansion and modernization program since 1929. He said that the nation's 12,000 publishers are seeking new equipment at a rate almost double that of 1929 in an effort to keep up with improved processes and techniques and that more than \$170,000,000 is being spent this year on new printing equipment.

To offset rising costs, harassed publishers are turning to mass production methods and more efficient machinery, said Mr. Batt, adding that printing presses now rival aircraft and precision machine tools as users of anti-friction bearings.

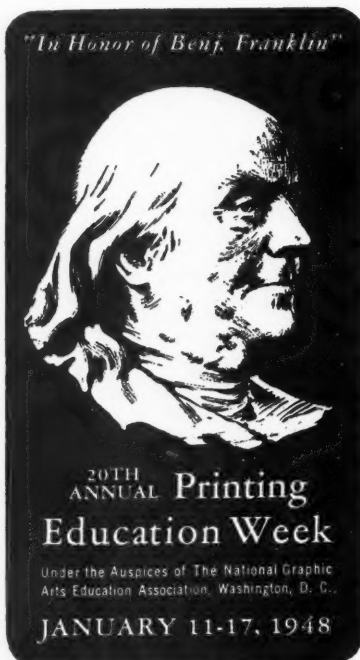
Government Controls

Both manufacturers and printers express concern over the effect that reinstatement of Government controls would have on business in 1948. In his message to Congress on the opening day of the special session, President Truman asked for even stricter anti-inflation controls than it was anticipated he would. It remains to be seen to what extent Congress will authorize them.

One equipment manufacturer, replying to THE INLAND PRINTER query on the outlook for 1948, said that "what governmental controls might be re-established, of course, are unforeseeable and would materially affect our picture."

Printing Industry of America, in a bulletin mailed to its members shortly before President Truman's message to Congress, said that the probable return of controls and allocations, which would be confined to basic commodities, would have no serious impact on the printing industry for the time being, except perhaps in the case of steel, which "may touch printers who are engaged in, or are planning construction, and it would interfere with printing machinery production, but there are, as yet, no definite European requests for such machinery under the Paris (Marshall) plan."

Government officials, PIA said, do not now contemplate control of the pulp, a basic commodity, but they have studied it and will continue to do so. Eventually, PIA pointed out, the inevitable consequence of aid to Europe will be added pressure on pulp and paper markets; also, demand for overseas packaging may divert some pulp to paperboard.



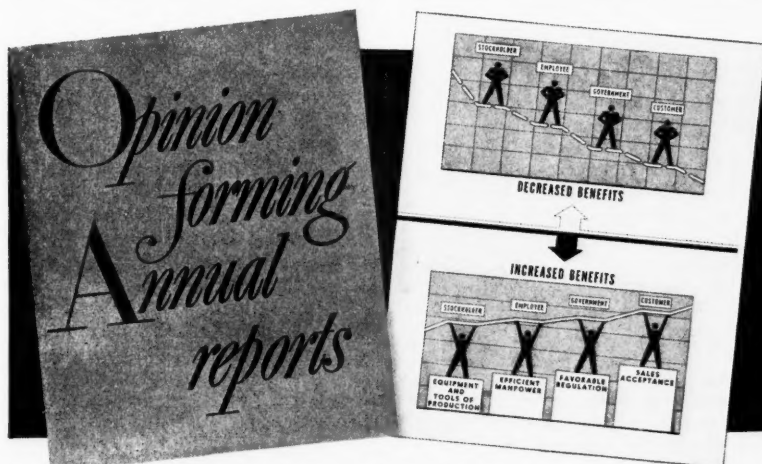
Charles Francis Press Stimulates Use of Elaborate Annual Reports to "Sell" Free Enterprise System

● TO STIMULATE the use of corporation annual reports to stockholders as an effective educational tool in promotion of the free enterprise system, Charles Francis Press, New York City, has just distributed to corporation executives a booklet entitled "Opinion Forming Annual Reports."

Prepared by the editorial development division of the company under the supervision of its director, A. Earle Higgins, the booklet outlines

creative service angle, are not only capitalizing on the trend, but are also accelerating it, to the benefit of the printing industry, by stimulating interest among executives in publishing better reports.

From the printer's standpoint, encouraging the publication of the modern annual reports increases the demand for many other types of printed pieces. Once information has been collected and organized for use in the report, it can then



Cover and inside page of booklet distributed by Charles Francis Press to corporation executives, designed to stimulate use of elaborate annual reports as means of promoting free enterprise system

the development of the annual report to stockholders into an important new public relations medium for both explaining and selling our economic system. The booklet sets forth what facts should be included and how to present them through graphs and illustrations.

Corporation executives who receive the booklet are invited to call at the Charles Francis Press to inspect a more detailed visual presentation called "Your Annual Report," which outlines the steps to be followed in planning, organizing, and producing annual reports.

The old dry-as-dust financial statement has, in hundreds of instances, blossomed into an elaborate yearbook of a corporation's activities. Companies like the Charles Francis Press, through intelligent promotion which emphasizes the

be applied in stockholder and employee magazines, dividend and pay envelope inserts, customer catalogs, booklets, and other media.

Announcement of the booklet and its distribution to executives was well timed, coming upon the eve of the 1947 Annual Report Awards banquet sponsored by the *Financial World* and attended by twelve hundred topflight executives of American industry and business. Shortly before this banquet, the Charles Francis Press had on exhibit in its graphic arts gallery the best annual reports of one hundred industries as selected by judges in the *Financial World* competition.

RIGHT: Annual reports of U. S. transportation industry—a few of many 1946 yearbooks of one hundred industries, selected in competition sponsored by "Financial World," exhibited in graphic arts gallery of Charles Francis Press



Chicago Newspaper Strike Will Be Pattern For Negotiations in Other Printing Centers

● LEADERS of both management and labor in the graphic arts have publicly declared that the result of the strike of the Chicago Typographical Union Number 16, voted on November 24, which closed the composing rooms of six Chicago newspapers, will furnish the pattern by which negotiations will be conducted in all of the other printing centers of the United States.

No newspaper in Chicago is seriously hurt by the "strike" of the compositors because no other union group in the employ of any newspaper has even publicly expressed sympathy with the strikers. Except Number 16, all the unions continue their work as though nothing was happening. Issues of each newspaper have appeared each publishing day containing full advertising schedules. Classified ads and news items have been curtailed because of the larger amount of space now required by the typewriter type being used, and which is photoengraved into full sized pages of the normal dimensions.

No "Struck Work" Factor

Almost all display advertising is being set by members of Number 16 employed in the advertising and trade typographic plants, and in many instances, in the regular job or trade publication plants. Thus it is evident that the "struck work" item formerly such a potent factor in winning strikes has become no longer usable because of provisions of the Taft-Hartley Law.

One newspaper, in presenting its news columns produced by the photoengraved typewritten "copy system," has frankly said that readers are seeing what may be the pattern for metropolitan newspapers of the future. However, most readers discount that comment because they recognize that the small eight-point typewriter type used on page one of several of the papers, and the twelve-point typewriter type used on most of the other pages, are only temporary devices to convince the ITU that modern newspapers can and will issue regular editions during a strike of the compositors, when editorial workers, artists, photoengravers, stereotypers, pressmen,

the paper handlers, mailers, delivery men, teamsters, and others stay on their regular jobs.

The primary reason for the strike is that International Typographical Union will not permit its local, Number 16, to say to negotiators representing the newspaper publishers that when they start negotiations it means a signed legal contract will be the result. In consequence of the "no contract" policy of the ITU, negotiations concerning the wages, hours, and the working conditions never really started between the parties.

Slow-downs Cause Conflict

On November 23, at a meeting of Number 16, at which the strike vote of the succeeding evening was authorized, Woodruff Randolph, president of ITU, expressed pity for the "captive unions" who felt that they must place themselves under obligations to operate under the Taft-Hartley Act, which the ITU refuses to recognize as applying to its relations with employers.

Previous to November 23, all of the newspapers had published many columns of comments concerning the deadlocked situation. They described the "slow-down" tactics of compositors in all newspaper plants which interfered with issuance of editions on regular time schedules, and also required the elimination of news copy and classified advertising. At the beginning of slow-down tactics, soon after the contract had expired on October 21, the *Chicago Tribune* repeatedly published apologies for not having been able to print as many as 3,000 classified advertisements in its Sunday editions because of the disturbed composing room conditions. Complaints were formally filed by the publishers with the National Labor Relations Board, but the "slow downs" continued.

"Slow-downs" became an open issue of conflict when the newspapers refused to pay full-time wages to compositors for "slow-down" service. Their respective managements issued shop rules that the machine compositors must run their identifying slugs on galleys of type which they set. The compositors refused, whereupon in one newspaper office,

twenty compositors were discharged at one time. The chapel in that office held a continued meeting on company time for eight hours, and for that period prevented the newspaper from making its appearance. With the newspaper publishers determined to prevent the compositors from continuing their "slow-down" tactics, the union was forced to take strike action and quit work, which they did at nine in the evening on November 24.

Now the strikers are being paid out of ITU funds 60 per cent of their normal wages, if married, and 40 per cent if unmarried. Most of the men are married, and knowing that 1,500 journeymen are strikers, it has been estimated that the cost of the strike to ITU aggregates \$75,000 to \$90,000 each week, depending upon whether the old basic weekly wage rate of \$85.50 or the newly proposed rate of \$102.60 is used by the ITU as the figure to compute from.

Strategists of the newspaper publishers group have figured that the present financial strength of the ITU cannot stand the pressure of \$75,000 weekly strike benefits very long in Chicago, plus strike benefits which the ITU must be paying out in other cities.

Criticize Union Policy

The battle in Chicago is being watched by all commercial printers whose contractual relations on the old basis have been, or will be, made void by expiring contracts. In his speech at the union meeting, November 23, President Randolph told members of Number 16 that "most negotiations in large cities are being stymied" because the employers "are waiting to see what is going to happen in Chicago."

Adverse criticism has been hurled against the ITU "no contract" policy from many sources. In a booklet issued currently by the Union Printers Section of the Printing Industry of America, the whole subject has been analyzed. The booklet contains the following comments:

"By attempting to ignore the new law, or setting itself above the law, the ITU is, in effect, asking Congress for even more restrictive legislation . . . The ITU has gone off on

a tangent away from the main line of labor thinking. It should be aware that the operation of its policy weakens its own position and that of an industry which has entered into collective bargaining arrangements with it during its entire existence."

The statement continues by referring to legal action which union employers have taken to protect "their employees' interest as well as their own, for if employers were to accept the ITU policy they would subject themselves to all of the consequences of violating a Federal statute and Federal policy." The published statement of the employers goes on to say:

"Within a short time a state of anarchy would prevail in the industry. The stabilizing effect of contracts would be eliminated; inside dealings and new angles on labor relations would become the order of the day and instead of men and management working peacefully at their jobs, time and energy would be wasted in guerrilla warfare. In fact, it was just such turmoil forty years ago that led to the development of the orderly labor relations which have prevailed throughout the printing industry for the past two generations.

"The Union Employers' Section of the Printing Industry of America and its affiliated local employer collective bargaining groups do not desire to aggravate the situation. They desire to return to a state of harmony within the industry. They ask only that the International Typographical Union will come to meet them at a half way point."

Other Unions at Work

The Chicago *Herald-American* is featuring in its advertising the fact that twenty-one labor unions are co-operating to produce the newspaper. Not only in its own columns is this idea advertised but every delivery truck carries posters pasted on its sides, referring to the twenty-one unions. In a front page editorial statement, under a heading: "Twenty-one to One," the situation has been stated thus:

"This newspaper is available to you because the single union which has suddenly decided it does not believe in contracts is outnumbered twenty-one to one by the American Federation of Labor Unions that do believe in contracts.

"These unions continue to produce this and other newspapers.

"Chicago Typographical Union Number 16 admittedly is NOT striking against the Chicago newspapers

but against the Taft-Hartley Act, the law of the land.

"That is revolution.

"The union's leaders find the Taft-Hartley Act objectionable.

"Some Americans found the Wagner Act equally objectionable, but they did not defy it.

"It was the law of the land and they obeyed it.

cause the union "had violated the Taft-Hartley law by refusing to negotiate a contract, by demanding a closed shop, and by encouraging a strike." The president of the local, John J. Brynes, in a published reply said that the newspaper had not lived up to the "posted work conditions after a contract had expired," which resulted in the walkout of



On his way out: the scribe at work. Illustration is of the ambidextrous secretary of Philip, Grand Duke of Burgundy, patron of learning, copying book manuscript at the Hague about the time metal type was invented. Note the huge size of the books in the room and the bands used to secure them. As the methods of reproducing men's thoughts and knowledge have changed since that day, so today's processes appear to be destined to equally radical changes in the days to come

"With the co-operation of the twenty-one other AFL unions, we have turned to producing this new kind of newspaper—which may well be the newspaper of the future—and so simple to make."

All is not peace and harmony within the ITU. Akron Graphic Arts Association negotiated a contract with Akron Typographical Union Number 182, covering operations with ten of the local commercial plants. The contract was signed by Reese J. Highfield, a representative of the union who is opposed to ITU President Randolph's policies. When President Randolph was asked to comment upon the local union's action, he is reported to have said: "Akron doesn't exist so far as I am concerned."

Another development was a lawsuit filed by the Nassau *Daily Review-Star* of Rockville Center, New York, asking \$200,000 damages from the ITU and the local union be-

union members. Like the Chicago newspapers, the Nassau *Daily Review-Star* has been producing its newspaper by means of the type-writer-photoengraved process.

Independent ITU Group

Upon Mr. Randolph's ability to make a success of his present "no contract" policy depends his future standing with the ITU, so union leaders have indicated. He is head of the powerful Progressive party within the union, and has been in office as secretary-treasurer and as president of the ITU for more than twenty years. He will seek re-election as president, and his associates will also seek re-election. Opposing his party is the Independent party which has already announced its nominees, with John R. Evans of Washington, D. C., entered as a candidate for the presidency. The election is slated for next May. The party opposes Randolph's policy and

states that it "favors a continuance of the cooperative relationship with employers."

Printers operating open shops are not saying anything for publication but they are watching the developments. All the employers of union labor in the printing trades recognize the threat of the open shops and have stated their fears in the booklet previously mentioned as follows:

"There is another threat which deeply concerns all of the employers of union labor in the commercial printing industry. And that is the threat that while they are tied down by their uncertain relationship with the ITU (without a legal contract) open-shop employers will be able to plead that customers should not depend on the union shops because of the ITU policy, and should seek the security of having their work produced in an open shop where there is no danger of labor trouble.

"This is more than an idle speculation, for already one of the leading business advisory services has recommended to its subscribers as follows: 'Subscribers who plan to buy a great deal of printed matter will be wise to make a connection with an open-shop printer, rather than to take a chance on delays rising out of labor trouble in union shops . . . Buyers of printed matter who depend upon definite deliveries will find it to their advantage to by-pass the printing establishments operating union shops under day-to-day agreements.'"

Instructed to Obey Law

One of the most interesting communications of the many issued from Number 16 strike headquarters in Chicago is one that instructs union members in commercial establishments to produce work given to them by their respective employers. The "special notice" issued on November 24 just before the strike vote was taken and signed by John J. Pilch, president of Number 16, was addressed to "Members in All Commercial Offices" and reads:

"In the event a strike is inaugurated in the newspaper composing rooms, members in commercial offices are hereby informed that under the Taft-Hartley law, they are required to handle whatever matter the office instructs them to work on. Members are instructed to comply with all laws. The failure to do so may subject your union to severe penalties."

Whether that notice was issued with the approval of President Randolph was not indicated. Its effect

was and is, at this writing, that advertising intended for publication in the daily newspapers is being set in union commercial shops by members of the striking local.

Artists are employed in the newspaper offices to make up the pages of the "strike" editions by pasting up proofs of advertising copy, reproductions of typewriter copy and the headlines made up from similar headlines published in pre-strike issues of the newspaper or proofs of individual type characters. These pasted-up pages are then sent to the photoengraving department of the paper and made into full page plates which are then handled in regular routine by the stereotyping department and the pressroom. No attempts have been made up to the time of this writing by any of the

newspaper publishers to employ the non-union compositors.

All compositors on strike are required to picket their former places of employment. With 1,500 men and women out on strike and only six places to picket, only one hour of each forty-eight hours is required of each striker for picket duty.

Meanwhile, the National Labor Relations Board is officially studying the Chicago strike. Just how it will act is a matter of conjecture by observers.

The foregoing does not tell all of the story of the battle of the ITU against the Taft-Hartley Act and the plans of Woodruff Randolph to combat his increasing number of opponents.

References could be made concerning developments in the cases being worked out in Baltimore, Los Angeles, and in other cities. Then there is the proposal of the ITU that the Amalgamated Lithographers of America merge with the ITU as an autonomous labor organization, thus returning to the AFL. Numerous other factors are involved which raise questions which time only will answer. Here are some questions:

How far will newspaper publishers fight the ITU policies?

Will the public support the newspaper publishers, as they say they are being supported by public opinion in production of "printerless" newspapers; or will the public get tired of reading the "typeless" news because of eyestrain, and demand the usual composed newspaper, as Randolph believes?

Questions and More Questions

Will the NLRB use the injunction method provided in the Taft-Hartley Act to stop strikes in Chicago and other places?

Will the ITU take action which will compel the NLRB to go to the courts, so that the ITU can take the whole question of constitutionality of the Taft-Hartley Act on up to the Supreme Court of the United States?

Will the Amalgamated Lithographers of America be following the same tactics in the lithographic field as the ITU is doing in its field? Will the two organizations merge?

Will the Union Employers Section of the PIA follow through in fighting "slow-downs" of the locals of the ITU in the commercial printing field as Chicago newspaper publishers have done, and thus force other ITU locals to strike?

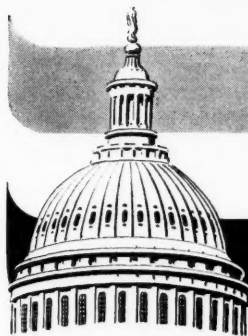
How far will the issues involved in the present controversies affect future relations between management and labor in the graphic arts?

QUESTIONS

It's a Quiz

Answers to the following list of questions have appeared in the pages of THE INLAND PRINTER and other sources of information to printers at various times. How retentive is your memory? How many of these questions can you answer without turning to the answers on page 96?

1. Of all the colors used in printing, one of the following throws back the most light:
a. Blue
b. Green
c. Yellow
d. Red
2. Knife-type folding machines have a range of sheet size from 11 by 17 to 38 by 50. True or false?
3. Which two cap letters are out of alphabetical order in the California job case?
4. Can you unscramble the wrong dates of the introduction of these type faces and put them where they belong?
a. Beton, 1911
b. Futura, 1916
c. Goudy, 1931
d. Kennerley, 1927
5. Four factors in press static are to be found in the list below. Can you pick them out?
a. Paper
b. Press
c. Ink
d. Heater
e. Impression
f. Delivery
g. Humidity
h. Feeder
6. Thirty-six picas are smaller than six inches. True or false?
7. There are three basic principles in lithography: one is the attraction of metals to greasy substances, another is the repulsion of water for grease and vice versa. What is the third?
8. Finer screens than 65 to 80 are not often run on newsprint by letterpress. But how fine can we go on newsprint by the offset process?
a. 100 line
b. 120 line
c. 133 line
d. 150 line
e. 175 line
f. 200 line



THE GRAPHIC ★ ARTS IN ★ WASHINGTON

By Larston D. Farrar

● *The biggest news, from the standpoint of printers and publishers, still is the running battle between the operators of publishing plants and the International Typographical Union, which is taking on all the aspects of a knock-down-drag-out fight of nation-wide proportions.*

It's almost a cinch, now, that this fight will be settled in the United States Supreme Court. The operators hope that the issues will be thrashed out quickly in the lower courts, and will get to the Supreme Court quickly, for they are sure that they are on firm ground. The printers, on the other hand, have everything to gain by stalling—they add delay onto delay, for they want very much to crack the "solid front" which has been arrayed against them since passage of the Taft-Hartley Law.

Decision May Take Year

A formal complaint charging the ITU with unfair labor practices has been issued here by the National Labor Relations Board as additional labor disputes—such as the one at Chicago, which won nation-wide attention—continued to grow. The complaint, based on charges filed by the American Newspaper Publishers' Association on October 7, accused the ITU of violating the Taft-Hartley Law with its "no contract" policy. The complaint will be heard first by a NLRB trial examiner on December 9, in Indianapolis, the ITU's international headquarters, but regardless of the outcome, likely will be appealed to the NLRB in Washington and from there will go to U. S. Circuit Court, thence to the U. S. Court of Appeals, and then into the U. S. Supreme Court.

It may be a full year, considering the time that generally is required for these steps to be taken, before the union is required to comply with the bill's clear and specific provisions. And it is pretty positive, now, that the employers are going to carry through to the bitter end.

In the complaint issued by the NLRB, the ANPA, which represents 400 of the nation's leading newspapers, charged the union with insisting on continuation of the closed shop clauses in the new contracts, although the new labor law specifically prohibits the closed shop. The ITU also is charged with "slow-downs," "featherbedding," and the refusal to bargain collectively. The ANPA, in this instance, is speaking for the vast majority of publishers throughout the nation who have contracts with ITU affiliates.

Jack G. Evans, NLRB regional director at Cincinnati, issued the complaint in behalf of Robert N. Denham, the general counsel of the NLRB. The ANPA said that the ITU, which claims about 85,000 members throughout the country, had contracts which either had expired or will expire by December 31 with 239 daily newspapers in 185 cities. The charges made by ANPA also have been brought against the ITU by the Southern Newspaper Publishers Association, Graphic Arts League of Baltimore, and the employers' section of the Printing Industry of America.

Independent Union Group

Other developments in the employer-employee fight in the printing industry, noted by Washington observers, were these:

1. *The independent party of the ITU attacked the union's "no contract" policy at a meeting held in Indianapolis in mid-November and started a move to unseat Woodruff Randolph as international president of the union.*

Condemning what it termed the "utter failure" of the union's present administration to better the lot of the individual printer, the independent group's announcement said that it favors a "continuance of the co-operative relationship with employers."

John R. Evans, of Washington, D. C., was nominated to oppose

Randolph for president in the election of international officers next May, while William H. Mirise, Denver, was nominated for vice-president; Leland Shores, St. Louis, as secretary-treasurer, and Alfred H. Edwards, Los Angeles, was named for the board of directors.

One of the most outspoken of the critics of ITU President Randolph at the meeting of the "independents" was Reese J. Highfield, of Akron, Ohio, business agent of local 182 in the rubber center, whose union early in November signed a contract with ten commercial print shops to provide the first break in the union's "no contract" front.

Mr. Highfield, in effect, has challenged Randolph to take action against the Akron local, which Randolph has said he could do legally under the by-laws of the international union.

Other Labor Developments

Charles D. Tucker, Indianapolis, president of the independent group, which represents about 40 per cent of the ITU membership, said that the ITU "is getting to be a dictatorship like under Lewis or Petrillo." He said that the "progressive party" now is in control of the ITU's policies, but that the independents have high hopes of seeing a change of control next May.

2. *The Nassau Daily Review-Star, of Rockville Center, New York, has brought suit for \$200,000 damages against the ITU and its local 915, charging violation of the Taft-Hartley law.*

The damage action, brought in the district court in Brooklyn, New York, asserts that the union violated an existing contract by striking and thus violated section 303 of the new labor law, which makes it unlawful for a union to strike to force an employer to assign particular work to employees in a particular labor organization.

The newspaper has continued publication since a work stoppage began on November 10. The photo-engraving process used in Chicago and other cities is being used by the Rockville Center paper.

3. *Employers in the commercial printing industry called upon ITU members to return to collective bargaining to help avert a degeneration of labor relations that could result from the contemplated long-drawn-out court fight.*

The union employers' section of the Printing Industry of America, who hire 80 per cent of the nation's commercial printing employees, announced it was sending the appeal

for better relations to approximately 80,000 print shop employees.

George P. Mallonee, the executive secretary of the Graphic Arts Association of Washington, said the pamphlets were being distributed among employees at fifty commercial printing shops in the nation's capital, and to other workmen.

Explaining why they filed unfair labor practices against the ITU with the NLRB, the employers said it was necessary because the union has "flatly rejected the Labor-Management Relations Act of 1947 and (had) substituted a policy of no collective bargaining."

"It is the policy of the union employers sections to try to settle this whole issue without provoking civil war within the industry," the booklet stated.

Pointing to the union's insistence on the closed shop, ruled out by the new law, the employers said they had offered to discuss this phase with the union in top-level talks.

"The adoption of unilateral policies to control the conduct of the other fellow might well give way to a meeting of the minds," the employers added.

Denying they planned to bring suits against the unions, the employers noted they recently had entered into an agreement with the International Printing Pressmen for a uniform arbitration clause in all contracts "to relieve responsible unions from damage suits."

"The whole problem could be washed up if the officers of the ITU would recognize that the union employers are not out to break the union," the pamphlet added.

Fear Return of Turmoil

The employers said they feared the kind of turmoil that existed forty years ago before orderly labor relations, and that unless there is a return to co-operative bargaining, "time and energy would be wasted in guerrilla warfare."

"While the complex and prolonged legal proceedings are going on, the labor relations in the printing industry can easily degenerate," the employers added. "It will take men of exceptional ability on both sides to prevent the fight in court from becoming an issue in the shops. Can we keep a battle over 'policy' from affecting the security of every union worker and union employer in the industry?"

Non-union shops of long standing undoubtedly will gain business at the expense of the old-time union shops, if such strife marks relations in hitherto closed union shops

during the next few months and years, the employers pointed out, adding that independent advisory services already had been warning their clients of this result.

A new increase in the price of newsprint is almost a foregone conclusion. The increase—of about \$8 to \$10 a ton—will come around the first part of '48 and will be due to increased costs of production.

Even Representative Clarence J. Brown, chairman of the newsprint subcommittee of the House Committee on Small Business and publisher of several newspapers in Ohio, admits that his "campaign to talk prices down" cannot overcome the cold, hard facts of economic life. Brown and a subcommittee visited Canada early in October, urging the producers not to consider increasing prices, but the producers, who normally have supplied 80 per cent of the United States newsprint supply, have definitely warned of a forthcoming increase.

We regret the necessity of breaking the continuity of a series of articles by M. E. Powers on composing room layout by postponing the third installment until the January issue. Be sure to look for and read the final installment of Mr. Power's excellent series in the January issue.

The price of newsprint was increased last March from \$84 to \$90 a ton, and Robert M. Fowler, president of the Newsprint Association of Canada, has been talking about another increase ever since. He pointed out recently that when the newsprint was at its lowest price of \$40 a ton in 1935, half of the newsprint industry was in bankruptcy. He further pointed out that "in terms of their principal costs—wood and mill labor—the position of producers today is plainly worse than in 1939, when newsprint sold for \$50 a ton."

Meantime, if the present contract and construction plans go through on schedule in the United States, Mexico, and Alaska, publishers can look for an easing of the newsprint shortage by the end of '48. That means at least one more year of trouble—and any prediction is a mere guess.

You can definitely look for higher prices of most commodities in 1948. Labor unions are going to get increases in "take-home" pay; the tendency of both parties to "play politics" in Washington, because it's an election year, will not calm the stormy economic waters; farm prices, service charges, and taxes will be as high, or higher.

There are a few deflationary factors operating today, but they are ineffective compared to the numerous inflationary factors. Congress will vote the "stop-gap" foreign aid program before this is finished and likely will vote additional billions in aid for Europe under the so-called Marshall Plan.

Seek Tax Revision

Money in circulation now has reached almost \$30,000,000,000, a big gain over the earlier part of '47; average weekly earnings in manufacturing industries set an all-time record of \$50.97 in October; production, instead of rising in Italy, Germany, France and other countries that need it most, actually is less now than it was six months ago due to strikes and political unrest.

In short, virtually everything now produced already has waiting customers in the United States, plus the foreigners standing around with borrowed, or bequeathed, American funds waiting to buy the same article or commodity. *If anybody can see anything but higher prices in the immediate future, he is using a badly-cracked crystal ball.*

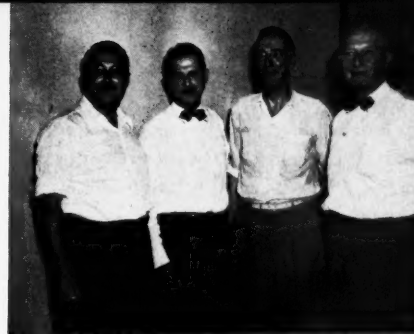
Business briefs: The House Committee on Small Business has come forward with a tax suggestion that likely will be widely supported in small business circles—an exemption from all income taxation of the first \$25,000 in net income for all corporations . . . It was suggested by Representative Walter Ploeser so that incorporated small business men would have some chance against the co-operative form of enterprise, which virtually is tax-free in regard to federal income levies . . . The *New York Journal of Commerce* and the *Chicago Journal of Commerce* merged on December 15. But each paper still will be published as it was before, the merger being more of an ownership move than a physical merger . . . The *Longview Daily News*, of Longview, California, printed an edition on paper produced in Longview for the first time in history. Manufacturer of the newsprint was the Pacific Paperboard Company . . . *President Truman doesn't have a Chinaman's chance of getting the Republican dominated Congress to pass his suggested ten-point domestic legislative program, but he knew so before he made his suggestions.* He is "making a record," for use in the forthcoming political campaign . . . Everybody is convinced now that Truman will be the Democratic nominee, but few will hazard a prediction as to the Republican choice.



James F. Newcomb, past president of the PIA (center) pictured at a dinner meeting in Washington with two members of congressional joint committee on printing: Representatives Karl M. LeCompte, on left, and Ralph A. Gamble



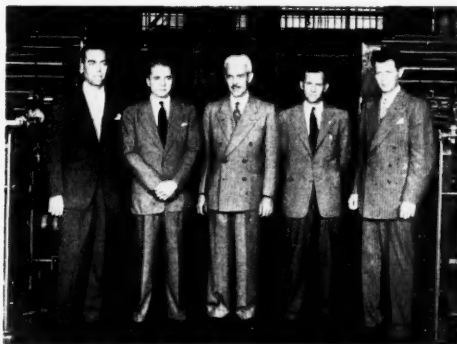
Duff A. Murnik (right), president of Northern California Photo-Engravers' Association, congratulates Frank P. Adams, left, head of Kemart Corporation, on securing J. S. Mertle, in center, photomechanics expert, as his technical director



Principals in sale of press company: from left, Arthur P. Stone, Duplex vice-president; R. C. Corlett, head of Goss; I. K. Stone, Duplex president; and J. A. Riggs, Goss vice-president



Education committee of NYEPA, from left: Don H. Taylor, Edward W. Dorey, Frederick Triggs, Emerson Jennings, J. Stewart Jamieson, Mildred Kallfelz, Edward Diamant, Mrs. Frank Robertson, George Bailey. Three others not pictured



Five men of Electric Boat Company's Printing Machinery Division, soon a year old, from left: Malcolm Brewer, Stuart Arnett, Peter Rice, Harold Gegenheimer, O. Adams



Group that met informally in memory of Goudy at John Anderson's Pickering Press. Each man pulled his own copy of the memorial broadside

People



Century and half of printing experience: Milwaukeee union presented service pins to old-timers. From left, Paul Grummel (head of union), Ed Viking, Fred Wall, William Fritsche



Leo F. Supple, manager of laminating and coating division of Gummed Products Company



Lester M. Reiss was recently appointed to New York sales staff of E. P. Lawson Company



Secretary, general manager, and chairman of H. B. Rouse & Company, Walter B. Sitting



John Audiffred, president of the Navigators, New York graphic arts group now ten years old



C. W. Harrold is vice-president in charge of engineering at Harris-Seybold Company



Above: the late M. W. O'Connell with Mrs. O'Connell, Boston. He was a founding father of International Association of Printing House Craftsmen



Percy W. Noble, recently appointed as the controller of ATF Incorporated



Frank Yerby is Eleventh District Representative of the IAPHC



Philip J. McAteer, Boston, has long been booster for Craftsman activities

Haywood H. Hunt, below, was capable editor of Share Your Knowledge Review for many years



Otto W. Fuhrmann, below, is author and translator of books on history of printing



At right: Retiring president of PIA James F. Newcomb (right) receiving past president's medallion from James Cockrell, also a past president



Prices and Processes Create Discussions at Annual Convention of Photo-Lithographers

● TWELVE hundred persons interested in spending four days and evenings in the study of lithography as a process and a business were enrolled as the participants in the fifteenth annual convention of the National Association of Photo-Lithographers at Detroit, Michigan, October 22 to 25. It was the largest and most enthusiastic convention ever held by that association, so leaders said, and was enhanced in value by the displays of forty-two firms which installed action and still exhibitions of their products.

A new process of lithography was displayed in the printed program itself, it having been type-set photographically through the courtesy of the Intertype Corporation by means of its new Fotosetter.

From the time the convention opened on Wednesday with the welcoming speech of Thomas P. Henry, Jr., president of the Graphic Arts Association of Michigan, to its close, sixteen speeches were given, numerous conferences and group meetings were held, and a panel of experts answered questions pertaining to technical matters. Harry E. Brinkman, president of NAPL; Walter E. Soderstrom, executive secretary, and their associates responsible for the program and other arrangements, were congratulated because of the success of the whole convention.

Mr. Brinkman, who has concluded four terms as NAPL president, was presented with a memento of his service and he was praised for his contribution to the interests of his fellow photo-lithographers. Mr. Soderstrom was presented with a purse for his two young daughters.

Study Our Changing Economy

In the opening address of the convention, Harry E. Brinkman, head of the Cincinnati Lithograph Company, Cincinnati, gave a formula to insure the lithographic future of the men and women in the business. He said that he was not "crying depression," but he wanted his hearers to realize that the "picnic is over and picking begins." He predicted that all lithographers who are wide-awake and eager to plan ahead could make their own opportunities for success in the industry,

while other less alert and qualified would experience their own "private depression."

"I point out all this to say I have faith in the future," said Mr. Brinkman. "The future is as new, as challenging, as different, as 1860 football would be to 1960 football. Today we are playing a new game, one that demands that we must be on our toes, mentally fit, in the physical aspects of our business. This game is called 'Changing Economy.' Every American business man is playing it whether he knows it or not.



Charles E. Mallet, Boston, former vice-president of NAPL, was elected president of association. He is an executive of Rand Avery-Gordon Taylor

"Usually, every game is governed by Mr. Supply and Mr. Demand but in 'Changing Economy' a number of new rules are being added, aided and abetted by Mr. Chiseler and Mr. Nearsighted. In fact, hosts of newcomers are making their own rules as they go along.

"You may be very sure that to be a winner, you must know the game thoroughly because lithography has come a long way since the old stone and wet-wash days."

The speaker referred to the high quality standards, skilled workmen, modern equipment, improved facilities and methods, research work, adequate cost system, apprentices,

and good management as essentials for winning the game of competition in the future of the lithographic business.

Frank Pfeiffer, vice-president of Reynolds and Reynolds Company, Dayton, Ohio, in his talk on sales and compensation of the salesmen, gave an analysis of the methods of compensation as including a strict salary basis; a salary basis plus supplementary bonuses and commissions; straight commission based on billings, collections, gross profit, or net profit, either alone or in combination; and the commission plus plans. He supplied the following suggested check-list of sales aims:

"To sell at a profit.

"To cover all prospects.

"To estimate more carefully.

"To serve the mutual interest of customer and company.

"To sell to the good credit risks.

"To obtain new accounts.

"To stimulate salesmen's desire to make more sales and more money.

"To get all the salesmen to work much more consistently.

"To render better service to all of the customers.

"To give much greater attention to the details.

"To sell selected items.

"To make salesmen's interests identical with company's.

"To prevent turnover of salesmen.

"To keep compensation commensurate with work done.

"To inspire the salesmen to create new markets."

Well Defined Sales Policies

Following his presentation of the subject of salesmen's compensation from several viewpoints, Mr. Pfeiffer concluded his remarks with: "If you are looking for some plan of compensating your salesmen that completely eliminates the need of management control and guidance, I am afraid you are headed for disappointment. On the other hand, if your sales management is on its toes, and you have your sales policies well defined and clearly understood by your salesmen, and then insist that they toe the line or lose out, I don't believe you will have any more trouble than we do, which is certainly at a minimum."

Charles Baker, sales manager of Nelson Associates, Detroit, in his speech, "Profit From Preparation," spoke of the increasing popularity of the offset printing process, and criticized the letterpress printers for failure to keep their organizations on a self-contained basis. This deprives them of profits from use of labor and equipment in their own plants. He argued that lithographers who have eliminated outside purchases involving labor and use of equipment do away with the necessity of charging customers "two profits and two commissions."



Leonard H. Knopf, president of Meyercord Company and head of LTF, gave address on research

"As I have pointed out, the big share of our profits must come from the labor and equipment producing within our own plants," explained Mr. Baker. "If we are dependent on press time alone for our profits, as the average letterpress printer is, we will often be tempted to take business on which we cannot make a legitimate profit—just to pay our overhead."

Management Control Programs

Frank R. Somers, a certified public accountant, Dayton, Ohio, told the convention that management controls can be grouped roughly under three major headings: the balance sheet and profit and loss statement; manufacturing and cost statements; and budgets and production standards. He referred to the printing industry as being composed of a large number of small businesses and a substantial number of large establishments. He contrasted the large establishments as



Harry E. Brinkman, right, retiring president of lithographers' association, making presentation of certificate of merit to Ernest E. Jones for his services to NAPL and the industry as a whole

maintaining "a tight control over their operations" while the vast number of smaller plants "operate their businesses by 'rule of thumb' methods and without any accounting and cost controls." He advised a program of management controls consisting of six items:

"Employ a thoroughly trained and experienced accountant.

"Next install a uniform cost and accounting system.

"Install a budget, after your accounting department has demonstrated its ability to determine the historical cost.

"Determine accurate production standards for each center.

"Have books audited regularly by a certified public accountant.

"Study, understand thoroughly, financial and cost statements and controls, and standards which you create from them."

"Good accounting is the foundation on which management control is built, and it is just as important to the small establishment as the large," said Mr. Somers. "Regardless of the size of your plant, you should definitely have these controls at your finger tips."



E. H. Wadewitz proudly holds the certificate of appreciation presented to him by Mr. Brinkman (left)

W. D. Molitor, director of sales, Edward Stern and Company, Philadelphia, in telling how to build a lithographic sales force, told of a recent survey made by his firm to determine relative increases in letterpress, gravure, and lithographic branches of the printing business. He said that the survey showed that letterpress printing during the fifteen year period being studied increased 28 per cent in volume while the lithographic process increased 130 per cent, which indicated that "lithography is the fastest growing printing process, and if the rate of growth continues, it will provide a continually expanding market for the product of our presses."



On right, Hugh F. Fiedler, president of the Graphic Arts Trade Association Executives, presenting certificate of appreciation to Walter E. Soderstrom (left), who is a former president of the GATAE

"Certainly we are going to need new salesmen to sell this expanding production," was one of the comments made by Mr. Molitor.

He indicated that if experienced salesmen are hired, the training necessary depends upon the estimate that the sales manager has of the man and the needs of the firm. On the other hand, if young men of no experience are hired, sales training must include a good course of instruction about lithography as represented by offset printing, the amount of time consumed in each operation, and the connection of time consumed with quality of the finished job. He gave other suggestions on training new salesmen, including development of ability to discuss the technical matters and current events with customers.

Leonard H. Knopf, president of Meyercord Company, Chicago, who is also president of the Lithographic Technical Foundation, speaking on

"Added Value Through Research," told the audience that what impressed him always about the NAPL "has been the complete freedom shown by members in sharing their experiences with one another." He mentioned that at such a convention "competitive grudges are buried and we try to think in terms of the greatest good for the industry." He reported that his own company has spent thus far \$52,000 in an attempt to learn how to hasten the drying in making decalcomanias in which the company specializes. He said that there are possibilities that patents may issue as a result of all of the research work which might make it possible for the company to

recover its cost of research before the method is given to the whole industry.

Mr. Knopf also told of the value of research in the matter of placing lacquer on top of printed designs in the decal operations. As a result of expenditure of \$50,000 and several years' time in experiments, the output has been increased from 1,200 sheets a day with two operators on the job, to 12,000 a day with one operator employed. He said that these research ventures had to be worked out through the facilities of his own company, because the Lithographic Technical Foundation can expend its money only upon items that will benefit the business as a whole instead of a specialized business like the one of which he is the president. He remarked, incidentally, that his firm spends more money annually in research for his own company's work than the LTF spends for the entire industry. And then he spoke

glowingly of the achievements of LTF in behalf of the industry, and urged its more liberal support.

During the convention period a separate meeting of the research committee of LTF was held during which Mr. Knopf gave an address, after which Ernest Jones, of Toledo, chairman of the committee, called upon members of the research staff of LTF to give detailed reports of their achievements and programs.

Taxes and Labor Discussed

Numerous addresses of a technical nature were presented to the convention audience. Among them were: "The Kodak Magenta Masking Method," by Ira J. Hoffman, of Eastman Kodak Company; "New Ideas in Photomechanical Reproduction," by Howard Gleason, also of the Eastman Kodak Company; "Added Photocomposing Equipment and Added Graining Equipment," by A. P. Reynolds, lithographic consultant; "Studies in Preparation of Copy and Exposure Control," by Harold Finkle, Electronic Mechanical Products Company.

The need for adequate protection through insurance policies, and care otherwise in "Protecting Your Investment," was stressed in the address of Arthur D. Marks, of Schiff, Terhune and Company, New York.

Labor questions occupied a great deal of time on the four-day program of the convention. Operation of the Taft-Hartley Act as applied to contracts of the employers with the Amalgamated Lithographers of America was described in detail by Attorney Daniel Arvan, New York, counsel to the Metropolitan Lithographers Association.

Dewitt Emery, Chicago, president National Small Business Men's Association, spoke on the cost of Government, saying that it demanded too large a proportion of the working capital of a small business, and should be reduced so that taxes can be lowered. He also said labor leaders by "squawking about the Taft-Hartley Act" are not representing the feelings of union members. He recommended that every employee in business should be educated in economic problems, and should be informed what percentage of his employer's dollar goes for materials and services bought from others; wages and salaries up to \$5,000; salaries over \$5,000; taxes; depreciation; profit; return on capital; and amount of investment per employee.

Charles Mallet, manager of the offset division, Rand Avery-Gordon Taylor, Incorporated, Boston, in his address said that the lithographic



Ideal Roller & Manufacturing Company's Christmas greeting (above) will strike familiar chords in the memories of many old time printers. Air conditioning consisted of an open vessel of water atop the huge wood burner. The printer's devil was introduced to "type lice." Gift exchanging, too, was a source of surprise (and sometimes embarrassment). Grandpa's dancing partner is bedecked in raiment not too unlike today's "new look" in ladies' wear

industry is facing an acute shortage of the skilled craftsmen which "is both threatening and impeding the healthy progress of the industry." He attributed the shortage to the impetus given to the lithographic process of reproduction by the war, and to the increase in number and enlargement of plants since the end of the war. He also blamed lithographers for not taking a greater interest in seeing to it that apprentices are being enlisted and trained.

"There is one answer to this question, and it is planned training," advised Mr. Mallet. "The time for that decision has come. Yes, I know many of you say you are too busy and rushed to develop a training program; and that there is too much red tape, too many rules, and too many obstacles to combat. In spite of these, now is the time to tackle this problem. Waiting will only increase our troubles."

He urged school training as first preference; in-plant training as the

second; and as third the co-operative plan of training which provides for a group of plants, each having an insufficient number of apprentices, to form classes of economical sizes. He described methods of organizing such classes and how they should be operated.

Advantages of Training

"The employer has an interest in the welfare of his personnel when he offers them a training program," said Mr. Mallet. "Also such a training course establishes a better understanding between management and employees, and it dissolves the feeling that exists in the mind of apprentices that journeymen are withholding knowledge to maintain their superiority. The training also tends to keep the journeymen on their toes in order to maintain their standing."

In concluding his address, Mr. Mallet expressed the hope that lithographers might be influenced to

give serious thought to the problem of apprentice training, and that they might be inspired to action by which they will put some plan into action in their respective localities.

"The plan will work, if you will get busy and do something about it," was his parting shot.

One of the top-flight speakers of the whole convention was Congressman Fred A. Hartley, Jr., co-author of the Taft-Hartley Law, who spoke on labor-management relations.

Officers elected at the convention of National Association of Photo-Lithographers were as follows:

President, Charles E. Mallet, Rand Avery-Gordon Taylor, Incorporated, Boston; vice-president, George C. Fetter, Jr., Fetter Printing Company, Louisville; treasurer, Penn R. Watson, William J. Keller, Incorporated of Buffalo, New York. The executive secretary is Walter E. Soderstrom, and the secretary is William J. Stevens, both employed by the association.

HAVE YOU OFTEN SAID YES, I'D LIKE TO PROMOTE MY PRINTING BUSINESS, BUT...

What Do I Have to Advertise?

By GLENN J. CHURCH

● ARE YOU one of the many small or medium-size printers who have hesitated or procrastinated in the matter of promoting your business to customers or prospects because you did not feel you had anything sufficiently important to advertise? Practically every business which can justify its existence has at least a few features which set it apart from the average. Being close to your business, you, of course, know best what those advantages are. However, the following suggestions may help bring to light some points which you can develop:

Have you been in business long? Many years of service imply dependability, integrity, fair-dealing, good service, "know-how." A slogan such as "Serving Blankville Since 1881" is no idle phrase.

Have you served some important customers for many years? Little advertising is more effective than the recommendation of satisfied customers. If you have given satisfactory printing service continuously to important local firms over a period of years, and have their permission to do so, publicizing this achievement will build good will and business for your shop.

Good Location an Advantage

Is your location advantageous? Are you "in the heart of the business district," easily accessible? Or located where you can make prompt pick-ups and deliveries? Or are you "out of the high rent district," thus being able to operate with less expense?

Do you have a specialty? This is truly the age of specialization, and the printing business is no exception. Many printing buyers prefer

to purchase specific items from the sources which specialize in their production. Being a "specialist" implies superior knowledge, skill, or equipment with which to do a better job. If you honestly are especially equipped or manned to render a particular service, by all means promote this advantage.

Prompt Delivery an Asset

Is your service infallible? Within the bounds of reason, have you built up a deserved reputation for keeping your delivery promises? Some printing purchases are very timely; late delivery may depreciate their worth. Buyers of this type of printing, particularly, prefer to deal with a printer who can be counted on to deliver on time.

Is your service complete? Few printers have equipment or personnel to handle all phases of printing production. But if your composing room, pressroom, and bindery facilities are sufficiently complete to make it unnecessary to depend to a great extent on outside "finishers," thus saving both time and bother for your customers, this point will appeal to many of them.

Is your quality exceptional? The empty claims of "finest printing in town," *et cetera*, won't impress the buyers. But if the composition, presswork, and the finishing of your printing products really are outstanding, you have an important point. With the eventual return to normalcy in business, many customers will demand better quality.

Is your equipment superior? If you have the best selection of type faces in town, if you have the best battery of modern presses in the community, or if you possess the town's only late model folder, collator, stitcher, and trimmer, you are certainly justified in publicly laying claim to any of these advantages.

Can you offer a price advantage? Not by unsound price cutting, but possibly because you operate with less overhead as a result of your location or unusually efficient management, or because you have more modern, labor-saving equipment, or because you are set up to handle a special type of work. Many purchases are made on the basis of price, quality being comparable.

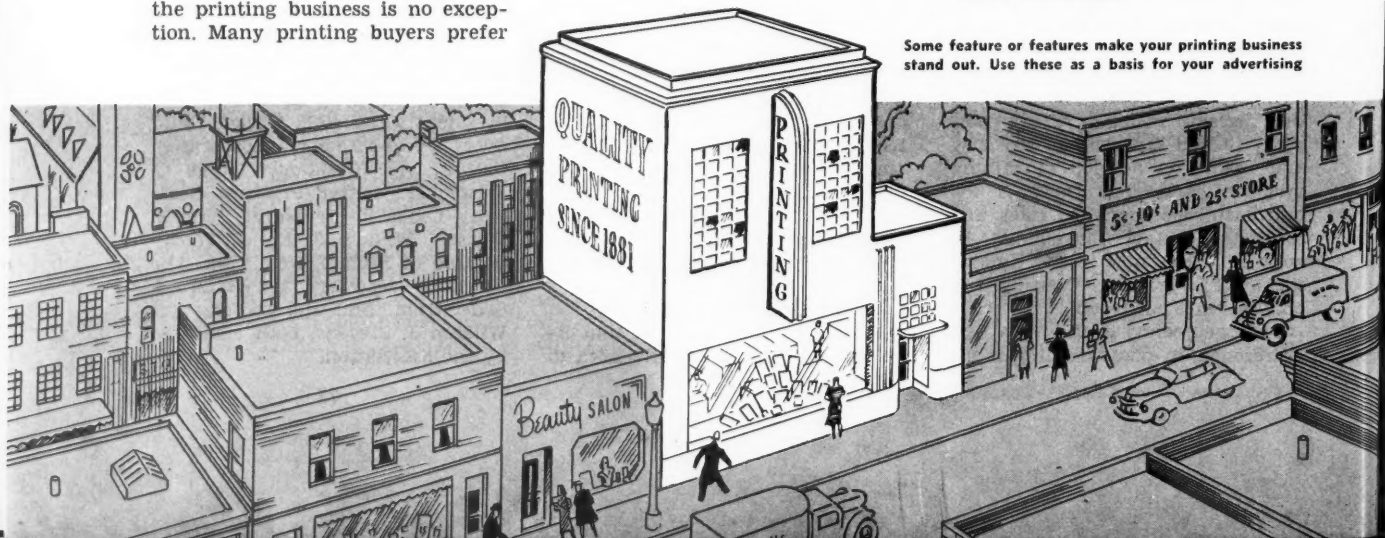
Customers Appreciate Courtesy

Do you sell courtesy, too? To many buyers of printing, the courtesy, consideration, and treatment accorded them affects their decision as to where to place their orders. If your organization takes pride in its tactful, diplomatic treatment of customers, therein you surely have something to advertise.

The foregoing are only a few of the possibilities, one or several of which may be appropriate for your business. Develop the points which apply to you.

And lastly, remember that there is considerable advertising value in the simple repetition of your name, business, location, and phone number. Aside from any specific advertising theme, putting this information alone before customers and prospects, time after time, is certain to pay dividends.

Some feature or features make your printing business stand out. Use these as a basis for your advertising





THE

PRESSROOM

BY EUGENE ST. JOHN

Questions on pressroom problems will also be answered by mail if accompanied by a stamped envelope. Answers will be kept confidential if you so desire and declare

MARGINS

One of our readers sends us a sheet showing how he got correct margins in a book of many pages by printing a rule the width of page at the top and bottom of space to be occupied by the type page. As the forms were of sixteen pages, he printed sixteen pairs of these rules in register on a number of sheets on both face and reverse and used these ruled sheets to make up successive forms. Of course, that is one way to do it!

Incidents like this, of frequent occurrence, point the moral that a printer should keep posted on the best and easiest way to do things. In the final analysis, time is all that a printer has to sell, his life is limited, so why waste time doing anything the slow way?

In order for his slowly homemade layout or position sheets to be of value he had first to correctly space the margins of his templet or the master form according to folding requirements. This is the only pattern needed. The time spent inserting rules at the top and bottom of correctly spaced templet, locking up and putting the form to press, and running off a number of copies appears wasteful.

Line-up and register tables and layout or positioning sheets ruled to picas are invaluable and should not be overlooked.

LINE-UP AND REGISTER TABLES

We specialize in the printing of labels in a variety of sizes. To ensure that we maintain accuracy of size and position, we line up the majority of our jobs on our guillotines, before proceeding with the press run. We consider that we could obviate the loss of this cutting time by the use of a line-up machine or table, which could also be used to lay plates down to register. Could you supply the names of manufacturers of such equipment or suggest suitable methods to solve our problem?

The layout, line-up, and register tables are standard equipment in

label printing plants using one or more of the major printing processes. It is a matter of record that these devices speed production, aid in maintaining higher quality, and eliminate errors in the vital planning and preparation stages.

INFRA-RED IN ALL DEPARTMENTS

Recently we heard the statement, "Infra-red is used in all departments of a complete printing plant." Is this correct? We are aware that it is the preferred sheet-heater in the well managed pressroom, of course, but how is it useful in other departments?

As it does not produce carbon monoxide, infra-red may be used in various positions around the press. It is used on the feeder of presses, letterpress and offset, and folding machines, near the cylinder and on the delivery of presses.

Infra-red is used to accelerate the drying of reproduction proofs pulled in the composing room. It has been noted that the embossment on the reverse side of the proof when the form contains large bold face type is pulled back to level with the blank parts of the sheet by the infra-red rays used to set and dry the ink. One asset of infra-red is that black ink absorbs the rays while white paper reflects them.

In the bindery, among other uses, infra-red is used to dry the adhesive in the binding of books.

In the photographic or platemaking department, the closest approach to a perfect black plate in color separation records from suitable copy is the infra-red plate. An infra-red sensitive plate is used with a suitable filter and operates on the principle that colors will reflect while black will absorb the infra-red rays with the result that only the black and grays will record on the negative. The use of the infra-red plate is limited to sketches on which the neutrals had not been made by combination pigments and on which pigments other than black that absorb infra-red are not used.

RIGHT INK MAKES DIFFERENCE

The boss told me a job could be run on the platen press to look as good as the engravers' proofs. I am sending you samples of proofs pulled on the platen press on different kinds of paper before lifting the job off the press. I used a good halftone ink and new rollers and very little printing pressure. The highlights are not filled up but still the halftone prints with a slurred effect. We checked the press over and can find nothing wrong to cause a slur. Could you help me?

The effect that suggests slur to you is caused by the lights and highlights printing broken, that is, without sufficient pressure on them. You can correct this with tissue overlay patches. All the remaining tones are receiving correct pressure.

In order to get a print like the engraver's proof, it will be necessary to use a platen press halftone ink instead of the cylinder press halftone ink, regardless of the quality of the latter. The two types of inks are formulated differently for printing the same halftones on the same paper. This fact is often overlooked in platen presswork but it should be kept in mind to avoid unnecessary trouble. Unless the ink is suited to form, paper, and press, trouble of some kind certainly may be expected.

Today engravers' proofs, black and white, are generally pulled on the precision proof press. A hard packing is carried on the cylinder, all standard manila tympan with possibly a single hanger of book paper. No makeready is done on the cylinder except on a plate with vignetted edge.

All of the plates are proved level and type-high. The precision press, hard packing, and suitable proofing ink enable proofs to be pulled without overlaying which the pressman is challenged to match with overlays to help him.

The engraver's proofing ink is very heavy and concentrated and so formulated as to give maximum

color or black in a thin film. Such a heavy ink is practicable for proofing because the proof press will run slow enough to suit the ink. At the production speeds such an ink would not be suitable.

As perhaps only a single copy or at most just a few copies are pulled, the proofer can ink the plate as his judgment dictates, heavy, medium or light, and the plate may be positioned to have the application of ink be parallel to the bottom or the side of the plate, as preferred. In short, the limitations in inking encountered in running a mixed form of some size are not encountered in proofing.

The factor of compression of the packing does not bother the proofer but during production the pressman must change his packing as it is hammered down and embossed in the course of the run.

Of course, with all other factors favorable, good impressions cannot be pulled without good rollers, set to a nicety and kept continuously at the same height in relation to the form. It may be said again that a good roller is half the battle for good printing.

Recognizing this fact, the engraver uses synthetic rollers covered with a thin collar of glue-glycerin composition because the perimeter of such a roller is not subject to change as much as an all-composition roller in the presence of sudden and considerable changes in the relative humidity and the temperature.

When trying to match a proof pulled on a cylinder press in a production run on a platen, you are quite likely to have some stripping trouble because all of the plate is printed at once and stripped in the same way, instead of printed line by line around the cylinder and stripped that way. The formulation of the platen press halftone ink is such that it is able to take care of this factor.

Because of the different manner of applying the pressure at impression, a platen press overlay cannot be as strong and have the same extremes of pressure as a cylinder press overlay, otherwise "bear-off" will decrease the effectiveness of the platen press overlay, which should be kept as thin as possible without losing the tone gradation. A "cut-out" cut overlay, to remove excessive squeeze on the edges of a large plate or type which is more pronounced in the platen than the cylinder impression, is consequently more useful on a platen than on a cylinder press.

REDUCING THE TIME NEEDED FOR MAKEREADY

● AS ONE of the principal aims in the mechanics of letterpress is to reduce to the minimum the time needed for makeready, we might find it interesting to review just what has been accomplished toward the attainment of this goal.

The flatbed cylinder press is engineered from the basis of a type-high form so that when forms of this height are used the printing surface of the cylinder is in the same plane as the cylinder bearers. The peripheral speed of the printing surface of the cylinder is the same as the speed of the form. Should the form or units of it be other than type-high there will be a slippage that results in a slur. In the final analysis, printing is only pressure without slur.

In the second decade of this century factors that make makeready necessary underwent an intensive research with such satisfactory results that some believed that the need for makeready would be completely eliminated.

The researchers found that makeready was necessary largely because of errors in type and plates, neglect in the care of and wear of presses, accidents, and differences in the surfaces of papers.

Means were found to correct all of the errors in the presses caused by careless lubrication, wear, and accidents.

It was found that error in the height of foundry type and thickness of photoengravers' zinc and copper plates (rolled, ground, and polished) is less than two mils. By using only new type from well-maintained casters and precision-made plates on precision mounts, errors in form height are controllable without makeready. Another innovation has been to reduce the height of the brass and steel rules below type height to prevent the bear-off caused by these harder units because they will "give" less under impression than type. Other means to prevent bear-off are to make leaders less than type-high

*Is there a
GOOD JOB
in your future?*



Printing...

Printing is one of the world's greatest industries. It touches every phase of modern living. Its use is so interwoven with our educational, industrial, professional, domestic and religious life that it is one of the most stable occupations in which to earn a livelihood. It offers security of income to its workers equaled by few occupations.

The required standards of craftsmanship are high in printing, wages are proportionately attractive. Experienced printers are today earning from \$60 to \$85 per week of from 37½ to 40 hours and present day conditions require considerable overtime work which is paid for at one and one-half times the regular rate. Printers with outstanding ability frequently receive premium wages or are promoted to foremanship positions with consequently higher salaries. Hundreds of graduates of the Mergenthaler Vocational High School of Printing are realizing substantial returns on their three-year investment in training for this highly interesting means of earning a living. There is no non-professional occupation which offers higher rewards in money, security and personal satisfaction.



Cover and first page of two-color folder issued by Mergenthaler Vocational High School of Printing, Baltimore, Maryland, promoting the numerous advantages of studying there for a career in printing

and to substitute the hyphen for the period leaders.

With errors in forms and presses under control, the surfaces of paper were examined for printability. The photoengravers had already proved that the screen must be suited to the paper and on precision proof presses it was found possible to suit ink to any kind of paper.

One insurmountable obstacle encountered is the need for selective overlay when printing the halftones and line etchings and type with a great variation in mass and tone.

The printing press by some system of leverage applies a force to the form at impression but when the form consists of ultimate units such as halftone dots of various sizes, type characters, hair-face and other rules mingled with absolute solid surfaces of plates and mammoth type, this force applied at impression is transformed into a pressure which varies from spot to spot on the form.

When an absolute solid is printed, the printing pressure equals the force applied by the leverage sys-

tem of the press. When there are various masses or tones in the form, the actual printing area becomes progressively smaller towards the highest lights. It is this actual printing area which contacts the drawsheet (tympan) and supports the constant force exerted by the leverage system of the press.

The pressure upon the printing area (surface), becoming progressively higher as the tones lighten, results in excessive pressure on the lights so that they appear as relatively heavy tones in a flat impression strong enough to print the halftones. This muddy print of the highlights is due to the excess pressure squashing the ink out from the edges of the dots and so reducing the space between the dots and also from the dots sinking into the paper and so printing partly from the sides.

Because paper is not perfectly elastic and when once compressed by the pressure does not recover its original caliper, excessive pressure on the lights increases during a run and wears the dots.

With the introduction of halftone plate printing around 1880, the hand-cut ply overlays and interlays came into use. After the packing has been calipered to print the middle tones with suitable pressure, sheets in the packing are replaced with sheets of the same caliper to which ply overlays have been attached in register. The number of ply depends on the nature of the form, quality of work, and length of the run. Two-, three-, four-, and even five-ply overlays are used.

In the first decade of the century, a number of mechanical cut overlays were introduced as more efficient and less time-consuming than the hand-cut. While a number of these proved satisfactory, especially the etched zinc overlay, the only types in common use today are the chalk, which originated in Germany, and the crested, which originated in Italy. Satisfactory makes of both types are now being made in this country.

When it was found that selective overlaying still is necessary in spite of all the improvements in precision plates and mounts, special processes of makeready for tones in the form of selective underlays or punching up of the reverse side were introduced as substitutes for selective overlays. These processes are especially valuable when a single impression cylinder contacts the five cylinders of a five-color rotary press.

It may be said that mechanics of letterpress require some system of selective pressure distribution since it is an inherent need of any relief process, in which every individual unit of the form is a miniature form in itself and all subject to the same force applied by the leverage of the press. Proof is found in printing a form of type during a run of many thousand impressions when the point will be found when every individual type character, even the smallest period, is rounded on the edges of its face. The edge of the smallest period is beveled off by the printing pressure.

Until a new process is invented which proves superior, it appears that reduction in time of selective pressure regulation in letterpress depends on further developments in over-, inter-, and under-laying methods, because of the nature of this relief or cameo process.

The butcher makes a profit

By cutting meat in slices;

The printer has a loss each time

He tries to cut his prices.



Graphic Design

Printing is at once a great manufacturing industry and also one of the arts. It therefore requires persons with creative imagination and artistic ability as well as those who are mechanically inclined.

Modern printing, particularly printed advertising, is often a combination of fine art work and skilled craftsmanship. Therefore, the artist has assumed a very important role in the production of fine printed pieces. The growing emphasis on the use of color and illustration in printing is increasing the demand for persons with art talent and the requisite training. Consequently the demand for trained commercial and advertising artists is constant, especially for those capable of originating new ideas in the presentation of an advertising message.

The arrangement of type on a printed page and its combination with pictorial illustration and art work requires artistic appreciation and discriminating taste to a high degree. Art training furnishes an effective background for development in this interesting phase of the work.

The layout artist or typographer is an important factor in modern printing and advertising, and consequently is usually a highly paid man or woman.

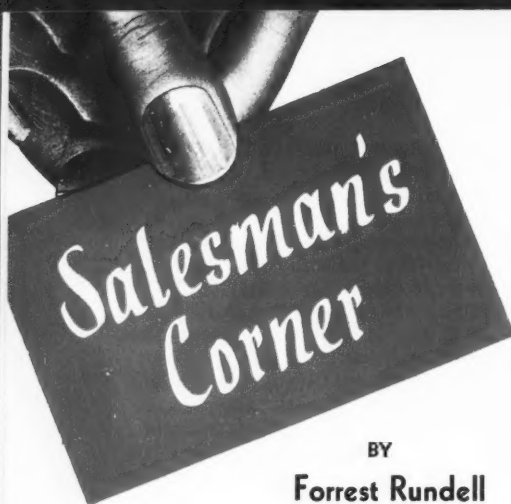
Photo-lithography

The term printing in a broad sense embraces a number of closely related trades collectively known as the Graphic Arts Industries. One important member of this group of industries is Photo-lithography or Offset Printing. This type of printing has grown rapidly in recent years and is assuming a growing importance in the graphic arts field. The work of a photo-lithographer requires photographic skill, mechanical exactness and chemical knowledge. In this process type matter and pictures are photographed by a special camera and the resulting negatives are arranged in position in a layout, then photographically printed onto a sensitized zinc plate. This plate, after certain chemical treatment, is clamped around a cylinder on a rotary printing press, called an offset press, and sheets are printed from it at a high rate of speed.

Wages and working conditions in this branch of the trade compare favorably with those of the letterpress division. Photo-lithography has expanded rapidly in recent years and future employment prospects are excellent.



Two inside pages of folder from the Mergenthaler School (headings in red) give some details about the interesting and profitable work that is done by the graphic designers and photo-lithographers



BY
Forrest Rundell

● HERE IS a sales idea brought back from the PIA meeting at French Lick. Hadar Ortman, of McClure, Hadden, and Ortman, management engineers, presented an excellent thought about the use of salesmen's time which certainly warrants a thorough discussion.

Mr. Ortman's point was that the printing management analyzes layouts, methods, and scheduling in the shop to make sure that waste time is cut to a minimum, but pays little attention to economies in the salesmen's time. The average superintendent worries about minutes lost waiting for stock or for okay. He goes over his layout to make sure that work progresses through the shop with the least lost motion. He watches that linotype operators do not walk half-way across the shop with every galley they cast. In short, he realizes that time is money throughout the plant and he worries over every little inefficiency that loses minutes.

With the sales force the picture is different. The salesman is supposed to spend his time selling or at least in those operations which lead to making sales. But it is seldom that anyone in management bothers to find out whether or not a salesman is compelled to waste time on trivial details. Yet those trivial details chew up time which could otherwise have been devoted to the sales-producing activities.

Use Time to Advantage

For example: suppose a salesman wants a dummy to show a customer. Can he turn over the job of getting the paper and making the dummy to one of the low-salaried beginners around the plant? Or must he take the time to telephone for the stock, fold it himself, and then take it out into the shop for stitching and cutting? With the paper situation as it is, digging up the necessary samples is often a long job.

However, it must be remembered that there is no purpose in saving time unless that time can be used to advantage. There is an old story of a Chinese delegation which was being escorted on a trip through the subway in New York. The group started on a local, changed to an express, rode it for one stop, then changed back to a local. "We saved a minute that way," remarked the official in charge. "And what will we do with the minute that we saved?" asked a guest. There is no point in having someone save a salesman's time unless the salesman is prepared to use that time in more contact work.

Our problem is the more difficult because there is no general agreement as to what a salesman's duties in a printing plant should be. Theoretically a salesman should sell. That is easy enough to say. But selling is not as simple as that. Selling printing is so involved with servicing accounts that it is almost impossible to decide where one begins and the other leaves off. During the past few years selling has probably been at least seventy-five per cent servicing.

Two Kinds of Servicing

As orders become harder to get it becomes evident that the servicing end of sales activities must be cut down and the time spent in seeking new business must be increased. This would seem to be a good time, therefore, to stop and study the situation to see what can be done to readjust a salesman's activities.

A moment's thought will show that there are two kinds of servicing. The first comes before the order is secured and is made up of the extra help needed to plan and to create the job. This is largely the work of the salesman. The second type comes after the order is put on the books. A great deal of this work can and should be delegated to others in the plant.

Let us analyze the situation more closely. Making calls is the salesman's job. There is no part of this job that can be turned over to anyone else. But his calls can be made more effective by printed reminders. And, in the case of such prospects as have only occasional work, a regular printed reminder coming around once a month or oftener will be a help. It will save a salesman's time for more calls on a prospect where more printing is bought. It will also help with "can't see" calls where the buyer shows a marked reluctance to come out and discuss the matter.

As a salesman makes his calls he brings in inquiries. When he has progressed to a point where he is one of from three to six printers who are asked for bids on each job he should average a certain portion of the inquiries turned into orders. Other things being equal he should average one in six if five others are bidding. But other things are not usually equal. He may be competing with some other salesman who is adding his own personality to the bid by putting in some extra service. This extra service may be in the form of planning aid or it may be achieved through making cost-saving suggestions.

Let Estimator Do It

Against such competition a salesman's percentage of successful bids will be much smaller. His only defense is to put more of his personal work on his bids. This is something that no one else in the shop can do except that a good estimator can often make valuable suggestions as to ways of reducing costs. Selling, however, is so much a matter of the salesman making himself of value to the buyer that it is hard to see how any of his creative work can be delegated to others.

As far as the actual estimating is concerned, however, the mechanical work of figuring is better left to someone else. For one good reason, a regular estimator will generally be more accurate in his work. He has all the necessary figures at his fingertips and can make his computations much more quickly. He is much less likely to overlook press limitations or forget bleeds. He is quicker at detecting the hidden difficulties in manufacture. And the amount of time which he is able to save for the salesman will be exceedingly valuable.

There is one point to watch. With someone else to do his figuring for him the salesman may not cull his inquiries as carefully as he should. A beginner, in particular, runs into inquiries on which his shop is not fitted to compete. His thought may be that there is no harm in bringing in the specifications on the outside chance that he might get the job. But, if he brings in too many senseless inquiries the estimating department will be swamped with useless figuring. In all fairness the salesman should study his prospects and bring in only those inquiries which the shop has a reasonable chance of landing.

Another thing about estimates. The letter of quotation should always be written by the salesman.

This is peculiarly a sales function and it is the salesman's job to quote his price in a manner which will make it seem most attractive. Moreover, he should attempt to offer an alternate possibility in an effort to find some better proposition than his competitors will be able to offer. By all means, let the salesman be the one to present the price.

Quoting the Price

While some standardized form of writing the estimate is desirable the salesman should know the buyer well enough to realize when it is best to deviate from the set routine. When a buyer has a standard inquiry form the salesman will make his quotation easier to read by following that form and adding any other information he thinks might help make the sale. On the other hand, the buyer who knows little about printing will want the information in a different shape. Here the salesman should go into detail only about the facts he knows the buyer wants. In addition, he should build up a selling story which will

satisfy the buyer that he is making no mistake in trusting the order to the shop.

All this is definitely the work of the salesman. If dummies are necessary, the shop should furnish them and it should also help dig up samples when they are needed. But it is the salesman's job to put the sales message in its final form.

When the order is secured, the shop should try to reduce the salesman's service work to a minimum. After he enters the order and writes out the job ticket he and the production department should go into a huddle and settle all details possible. From then on, with very few exceptions, the salesman should be free to go about other work.

Help Guide Production

And the production department should handle all the production details and all outside purchases, placing orders, and following them up. These outside purchases include paper, engravings, electros, outside printing and binding, special finishing, and die-cutting. If anything

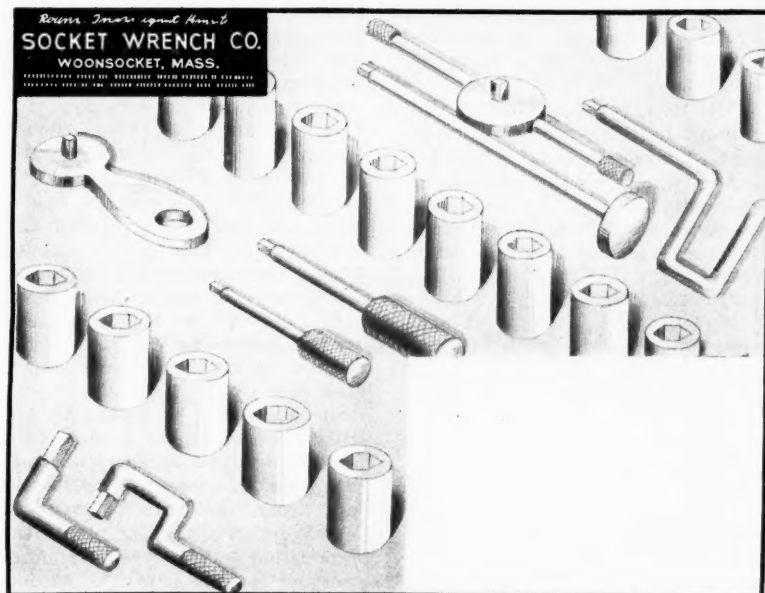
complicates the routine of handling these details or the shop runs into any special process which is required by the creative work done on the job, the salesman would do well to stay in the picture and guide the production over rough spots.

In Case of Misunderstanding

If a disagreement arises at any stage of the work it is to the best interests of all concerned to have the salesman get into the picture as soon as possible. The salesman knows what he has agreed to furnish and, naturally, he is in the best position to smooth out any misunderstanding that may arise.

Billing is another operation on which a salesman can easily spend too much time for the good of his sales record. It is obvious that the salesman's knowledge of his agreement with the customer is needed in making up the bill. It is equally obvious that the bill must include any costs incurred in the manufacture of the order but not contained in the original estimate. Yet digging all these extra costs out of a

See Any Possibilities Here for Additional Printing Business?



U. S. Post Office department rulings now permit printing entire face of large mailing envelopes—excepting space 6 by 4 inches which must be left blank for addressing and postage in upper-right or lower-right-hand corner. Helping your customers make use of this choice (free) advertising space means considerably more profitable printing jobs for you than you would otherwise have had

EACH year millions of mailing envelopes go through the mails carrying no more printing on their faces than the usual corner card and perhaps a few lines of small type pertaining to forwarding, return, et cetera. If some of your customers are among those who have failed to take advantage of this choice (free) advertising space, perhaps the following information will give you an idea which you can develop to the mutual benefit of both your customer and your printing business.

United States Post Office department rulings now make it permissible to print the entire face of large mailing envelopes—with the exception of a 6- by 4-inch space for address and postage which must be left in the upper-right or lower-right-hand corner (see illustration).

Think of the favorable impression an almost-all-over design on the envelope is going to make on the recipient of a catalog, price list, or whatever mailing piece the envelope contains. Your customer will benefit from this added publicity, and you will have a considerably more profitable printing job to handle than you would otherwise have had.

The blank space for address and postage may be in either the upper or lower corners of the right-hand side of the envelope, whichever position best suits your design.

Third and fourth class mail, as well as catalogs (which take a special rate depending on weight) may be sent out in mailing envelopes of this type. Consult your local postmaster for the best method of handling the payment of postage.

Here's a source of additional income for many alert printers. See any possibilities for your printing business?

complicated cost sheet is a long, tedious process. Probably the most economical way to handle this operation is to have the cost sheet checked by both the production and the cost departments before it reaches the salesman. He can make out a bill and the production department gives it a final check.

Deciding what proportion of his time a salesman should devote to the various duties involved in selling and producing an order is not an easy task. Moreover, it varies with the class of work a shop does as well as with the size of the shop and the nature of its clientele. In a general way the problem can be

solved by remembering that it is not hard for a salesman to get bogged down with the details which can be handled better or cheaper by somebody else. Productive sales work in printing consists of contacts plus planning. The less other work a salesman has to look after, the more productive he will be.

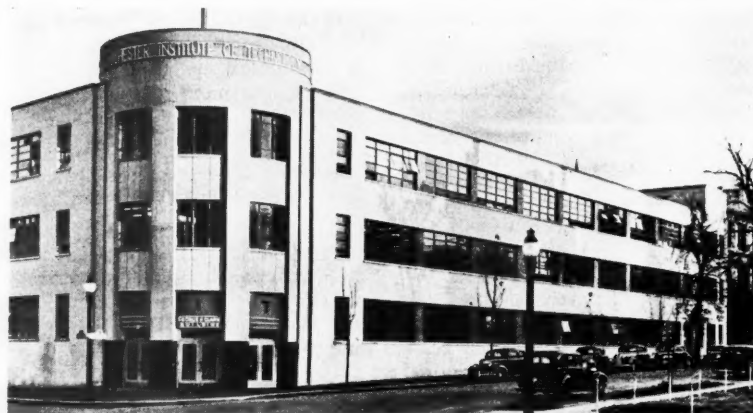
COMPLETE PRODUCTION UNIT AIDS STUDENTS AT ROCHESTER INSTITUTE

● A SELF-CONTAINED, fully equipped production unit or shop, set up at the Rochester Institute of Technology, at Rochester, New York, is enabling students of the two-year printing course to obtain practical training and experience in estimating, production, and related phases of printing plant management.

Long a dream of Byron G. Culver, the supervisor of the department of publishing and printing, installation of the production shop was made possible when the department was moved a few months ago to its larger quarters in the new George H. Clark Building of RIT.

The production unit consists of a complete printing plant inside the school with its own office, composing room, pressroom, and bindery, entirely independent of and in addition to the ten large specialized laboratories and shops in the printing department. In the composing department are one Linotype, an Intertype, an APL, several cases of hand type, and modern cabinets, work tops, and imposing stones. A Ludlow will soon be added. The press department has a Miehle Vertical, a 10 by 15 Chandler & Price, and a Craftsman, and it will soon possess a Number 1 Kelly. Bindery equipment consists of a power cutter, wire stitchers, and paper drill.

In charge of the shop is C. W. Hunt, who has had wide training and experience in both composition and presswork. Second-year students only are eligible for work in the production shop, where they spend one day or more a week putting to practical test on actual jobs the theories and skills they learn in classroom and laboratory. All of the students now working in the production shop are taking separate courses in estimating under another instructor and, at the same time, are taking turns doing estimating work in the shop under Mr. Hunt's supervision. Students go through the shop in groups, with each having had a turn at the various office and shop operations by the end of the year.



New George H. Clark Building of Rochester Institute of Technology contains fully equipped shop

The student is offered the opportunity to estimate and plan a job, and supervise its production as it moves through the plant. Job tickets are made out to accompany each job. Actual commercial conditions are simulated, with arbitrary hour costs assigned to various productive operations as a basis for estimating.

With the exception of the monthly bulletin of the Rochester Craftsmen Club, which is edited by Mr. Culver, who is a past president of the club, all of the work actually produced in the shop is for direct Institute use and is incidental to operation of the production shop as a teaching laboratory.

Students who show special aptitudes for or an interest in printing management may at times spend more than the usual one day a week in the school plant. One student, for example, spent considerable time on a special problem, studying the cost of equipment, depreciation, equipment capacity, and other factors in an attempt to arrive at a realistic hour cost figure.

Successful as has been the project during the few months of its operation, Mr. Culver considers it still experimental, with possibilities of improvement and extension in

scope. He has several ideas he hopes to work out in connection with the shop. Experiments in plant layout may be conducted, with equipment shifted around from time to time. Manufacturers, who have been most cooperative in furnishing the equipment, may be invited to install new and improved models of machines temporarily for instructional and testing purposes.

In February two new courses closely related to the work in the production shop will be inaugurated: administration and management, and production planning and control. The first course will be under the direction of Ralph B. Tufts and will feature, during the latter part of the course, lectures by experts in the various fields of administration and management. The production planning and control course will be taught by Mr. Hunt as a classroom subject.

Aside from its inherent value as a means of practical instruction and experience in the rudiments of management of printing plants, the production shop will serve another purpose for the school. It permits regular classroom and laboratory equipment to be used exclusively for instruction in the basic skills of printing, without interference.

By J. L. FRAZIER

Mark for this department items on which you wish criticism. Send in flat package, not rolled. We regret that personal replies cannot be made by mail

SPECIMEN REVIEW

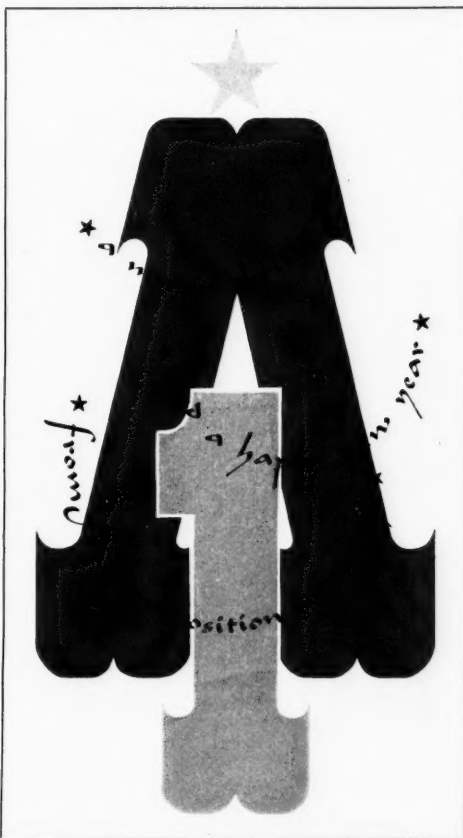
EMERSON GAUSE, Rotary International, of Chicago.—The several booklets relating to the United Nations which you submit are excellent in every way. Text of all is set in decidedly legible styles of type and in sizes which are large enough to make reading easy. Design and illustration, also the colors you used, are excellent.

AHRENDT, INCORPORATED, of New York City.—Both the little pocket letter file and the thermographed leaflet "Notice to Callers" are novelties which appeal and, although imprinted only with your name, address, and telephone number in small type, should do an advertising job. Text of the leaflet consists of a schedule of time allowances for calls, "Friendly Calls, 2 minutes"; "Magazine Salesmen, 5 seconds"; *et cetera*, winding up the list with "CLIENTS, 24 hours, day or night."

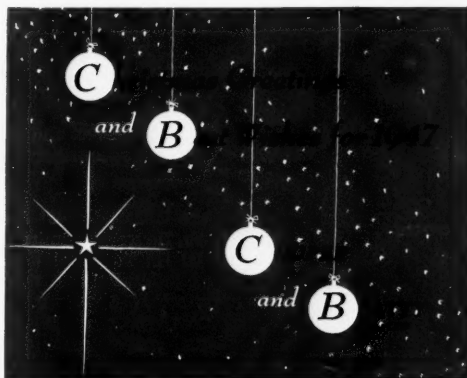
KAUFMAN PRINTING SERVICE, Harrisburg, Pennsylvania.—Your mailing cards and blotters are of good average grade; the "Happy Birthday" card is excellent, though we believe a better color combination than the green and yellow could have been selected. And the blotter "Concerning Printing Results" would be improved if the border were not broken to make room for the main heading in a condensed type that's rather widely letter-spaced. Letterspacing lightens the tone of type, hence cuts down on a line's power to impress.

COMMERCIAL PRINTERS LIMITED, of Edmonton, Canada.—Design of the brochure "College St. Jean" is excellent. Most pages are filled with pictures, each printed by a single plate which bleeds off, the legends beneath portraits being in reverse color, white. As backgrounds around cuts are not in some places solid the reverse type matter does not show up uniformly clear. This is unfortunate in view of the good work otherwise evident. Considering the surface of the paper we think that your pressmen did very well with the halftones.

HAROLD L. KELLY, Jackson, Wyoming.—Window card for Dr. Scarborough is plain but impressive because of the sparkling types used and color combination, deep violet on light green. The four top display



Chicago firm's name, A-1, forms symbolical Christmas tree. In original, A is green; 1 and star, magenta; message in gold



Repetition of initial letters C and B in message and signature is feature of greeting card of Toronto printer. Blue and black

lines seem a bit tight and we suggest that two- or three-point leads should have been added between, being taken from between groups. That would have resulted in noticeable improvement. Spacing is a relative matter. The lines will seem tight in an open composition like this card which would not seem so in a piece where a great deal of copy requires close composition and makeup.

R. S. ROBERTS, of Liverpool, England.—Advertisements for the Lewis chain of stores are very good indeed. There are no stunts but they impress for their appearance of readability due to the use of types which are open and have the weight to deposit an adequate amount of ink on the paper. Display is properly limited but through an effective contrast with text it stands out very well and is a strong factor in attracting the attention of readers. Finally, whitening out and space between parts are also praiseworthy. For this reason the few ads which carry more than the usual amount of copy don't appear tight.

O. R. STAINES, of Kitchener, Ontario.—The gay folder for Kearns is decidedly interesting because the front simulates a door with hinges at the sides and latch at top and because the ends of the sheet are glued together. At top, as received, the display "Open the door Richard and" in red immediately excites interest and the idea of die-cutting the latch and perforating downward across the middle of the front suggest the pulling down of the latch and opening the two doors outward when the sentence is completed and the message is disclosed. Typography is well handled, and type styles up-to-date. Congratulations on the neat idea. We suggest that the pale yellow-green is too weak for the small type of the notehead on which you write.

O. H. FREWIN, Middelburg, South Africa.—It is pleasant to examine your portfolio, "Letter Headings." The piece itself is impressive because the sides are equivalent to backs of case-bound books, stiffening cards being covered by mottled blue leather-like material. The title could be somewhat larger. Instead of the usual pocket inside back of such items there's an extra short

introduction, origin and development of the printed word

basic letter forms and their effect on type design

how to identify type faces

how to make a practical typographic layout

the type director in the advertising agency

typography in newspapers

typography in books

"do's" and "don'ts" of typography

the modern approach to typography

review of the review of talks

ten talks on type

Unusual typographic treatment, from six-page folder of Type Directors Club of New York, announcing series of talks by members. All copy on page is set in lower case. Main display is printed in black; the balance of type and the parallel vertical rules are in bright red on white. Attractive booklet was 5½ by 8 inches

A NEW EXPERIENCE IN Wonderful Reading



Neat, formal title page from beautifully lithographed promotion piece of Story Classics, New York publishers. Type and handsome lettering is black; illustration and rule in reddish-brown on ivory

section which folds in and holds the samples. These are well handled, those for Publicity Corporation and Budd being particularly good. The black, green, and violet make a beautiful combination in the former. While general layout of the Alliance piece is interesting and impressive, the mass of sans serif caps doesn't invite reading, especially as most lines are too widely letterspaced. To square up the lines there are rather wide variations in letterspacing of different ones whereas it should be uniform throughout a design.

GEORGE HERMAN, of Manila, P. I. You are turning out an excellent grade of commercial printing, your own letterhead being of impressive design and having but one slight fault. The line of small type printed in red is letterspaced too widely both from standpoints of appearance and clarity. If not letterspaced or letterspaced slightly the line would be no longer than your name above and that would be a design improvement. Your Christmas greeting, green folder, French style, is decidedly interesting. The effect of the line illustration of yourself running from page 3 toward page 2 is heightened by the tiny envelope inserted through die-cut slits along lines of the left arm. A short message, along with a penny, are contained in the envelope. We note the several pieces of your own stationery items are "matched," the same design elements appearing in all though, necessarily, in different sizes. The idea is an excellent one and one which should be more widely practiced.

CARNEGIE INSTITUTE OF TECHNOLOGY, Department of Printing.—Congratulations on the beauty of the 9½- by 12-inch keepsake, text of which is address made by Earl Schenck Miers. Student George J. Mills who designed and printed it deserves much praise. An idea of its beauty will be had by our readers when they consider that the text is in 16-point Garamond Oldstyle set by hand and two-point leaded. With the type page 30 by 45 picas it will be recognized how wide the margins are, although dimensions given are of cover, which extends a quarter of an inch. The margins are correctly proportional. Finally, the presswork seems to be perfect and with the heavy white wove paper with deckled front edges on half the leaves it is very reminiscent of the work of the late and great John Henry Nash. He would admire the large initial (in Tory style) with which text is opened and which represents splendid work on the part of John Wordeman, another student. Such craftsmanship demonstrates not only fine talent of students but also the high caliber of instruction.

DAVID J. COOPER, Jr., of Los Angeles.—While not distinguished, layout and display of the items you submit are good, especially considering the limited experience of those who do the work. Covers of "Prophetic Books" and "World-Wide Work" are striking but good general appearance is lessened because type combinations are not harmonious. Block (monotone) styles contrast disagreeably with hairline Bodoni-like type of the former. The types used together should have design characteristics in common. Extra condensed types do not look well with normal or extended styles



Reflections

AUGUST • 1947

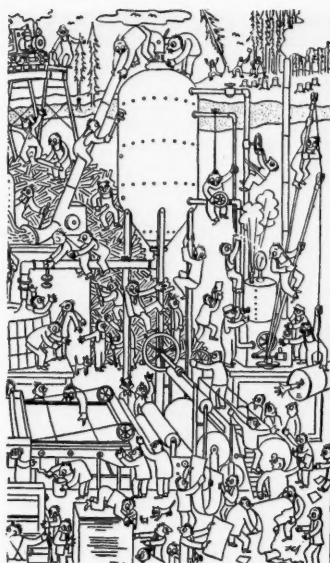
House magazine of E. F. Schmidt Company, Milwaukee printer, always features clever cover. This was brown and orange

unless the former are much larger. Booklets are offset-printed, we presume on one of the office machines, text being from copy done with a justifying typewriter. In view of the reduction and thin character of letters in plate it was a mistake to print text pages of "Prophetic Books" in the green. Compare these pages with those of the other booklet and you'll note a great difference in clarity. The lighter the color of ink the bolder the type must be.

BERGHOFF ASSOCIATES, Detroit.—"... a little goes a long way with the right kind of Advertising" makes excellent copy for your blotter and that is all except for your name, business, address, and

telephone in one small line across the bottom. The effect of the display is strong, extending almost across the piece, long way. It is characterful because of the type combination. All except the last word are in two lines set in Barnum. "Advertising" is set in Legend at the end of the second line, which is a bit shorter than the first of the other display copy, and a bit lower than the base of letters of what precedes. Printing is in black except for the word "Advertising" which is in a deep orange or light brown. The other three of the series are "matched" and provide continuity. In view of the punch in the copy these pieces will get a reading wherever they go. Display of the three—"... even a small business enterprise can use big business Advertising"; "... when you think of results think first of Advertising"; "... personalized client-agency contacts produce greater results in Advertising"—is, we think, excellent. We have reproduced one blotter elsewhere.

GEORGE W. WAGNER, of Lancaster, Pennsylvania.—The 64-page plastic bound "Type Booklet" of Rudisill & Company is something to feel proud of. Considering its relatively small page size of 4¼ by 9 inches sample lines of quite a large number of types are shown. Possibly some will consider the number of characters of the larger sizes inadequate for assistance in making accurate layouts but it's manifestly very well turned out. It is interesting to note that the cover in three colors—deep red, middle gray, and black—was printed by offset. The gray makes an excellent background for the two reverse color bands in red, one an inch and a half deep near the top carries the title



A humorous conglomeration of scenes depicting various phases of the graphic arts decorates cover of Atlanta, Georgia, printers' house magazine

whereas the second, half an inch deep, near the bottom gives the company address, letters showing white. The handling of what is apparently the company trademark printed in gray and black in the square open panel somewhat below the center of the page is good with "Printers and Lithographers" appearing in black below and over the gray. Text on second inside leaf might well have

SEZ HIGGINS-McARTHUR

been set in a shorter measure so, in the case of the former, the type page would be of the proportions of the paper page and margins would be more consistent. Presswork is excellent.

THE KYNOCH PRESS, of Birmingham, England.—Your case-bound "1947 Notebook and Diary," like previous issues, is something to be proud of. There is a leaf of eight dated spaces for each week and where the days of a particular week within a month reach seven the panels for each week, over seven, are headed "notes." Characterful illustrations are thrown in here and there, these being suggestive of wood engravings and particularly of the work of Thomas Bewick. The pages preceding those of the calendar style carry useful information such as proofreaders' marks and paper sizes which are very helpful to those to whom you send the book, customers and prospects. Excellent paper is used and presswork is highly satisfactory. In fact the only thing we'd consider criticizing adversely is that the dull yellow used for printing the paper sides of the binding is a trifle too light to show the details of the bands of border units at top and bottom of the front in white, the color of the paper. The color harmonizes nicely with the deep red-brown cloth over the hinges. Incidentally, two lines of type and the illustration are printed to match this cloth, and it's really a match. With the reverse plate printed in a somewhat deeper shade of the same hue the effect, we think, in connection with the cloth would be even better and the large figures "1947" in reverse, while clear enough, would



Background of hieroglyphics of this Belgian printers' magazine cover is in dull yellow and the type design brown. The original page is 9½ by 12½ inches



Striking dimensional lettering distinguishes cover of house magazine of J. W. Clement Company, Buffalo, New York. In black and green on ivory



BODONI

goes

MODERN



Newly acquired member of Bodoni type family is offered in trick fold piece printed in blue-gray and black on white stock. A six-page announcement, last flap extends beyond balance of piece, thus making the signature (which is actually printed on the center spread) also an important part of the very striking cover design

636 ELEVENTH AVENUE
New York 19 • Circle 6-6940

ALLIED TYPOGRAPHERS INC.

be more clear. With the book as a whole so excellent we dislike to make this one suggestion which is not of a great deal of importance.

CHESTER A. LYLE, of Canton, Ohio.—Pupils under your direction in the printing department of Timken Vocational High School were handicapped in their work on the Printing Education Week blotter assignment by an excessive amount of copy in all instances. With text in very small sizes of type, space left for display and illustration is so small any opportunity designs at all impressive are just about nil. With type necessarily so small it was a mistake on the part of several to use the blue and green stocks, especially the former. Too little contrast between background and printing makes reading difficult. Best from standpoint of layout and typography is one of the two on green, the one featuring the picture of Benjamin Franklin in brown. Compare low legibility of text printed in black and that of the paragraph printed in brown over green band. If on Blotter Number 5 measure of the 2-column section of text were wider the unsightly wide space between the columns would be reduced and a line saved in each column which would allow for more space between the groups of some of the lines. A more serious fault was printing the three lines near the bottom in green on the dark blue. Blotter Number 4 is nicely set but rather dull on account of small size of display. The brown second color is made to look dead on the blue stock. Display on Number 8, orange on yellow stock, is too weak. When using light colors like orange and yellow, type and illustration or decoration must be very heavy to compensate for weakness of color. Here again there is comparatively too much space between columns.



"After Hours" WE WILL MOVE

No slow up or interruption of service (we hope) when Warwick moves from 309 N. 10th to 920 Washington Avenue. Our new quarters will be complete in every detail and new equipment installed before we move. The move will probably be made the latter part of August and will in no way disrupt the service for which Warwick is noted. The actual moving will be done "after hours" and over the week-end—so continue to look for the same prompt, efficient service you are now receiving.

Warwick's Service has been—is now—and always will be on the move

WARWICK TYPOGRAPHERS
500 NORTH TENTH STREET • CENTRAL 7510

Realism is achieved, in this moving announcement of a St. Louis trade composition plant, by printing the bricks in "brick" red. White paper forms mortar between bricks. Type is black

SUPERIOR PRINTING COMPANY, of New York City.—Your blotter, "The Story of the Printing Press," die-cut to the shape of a case-bound book in perspective, and with the second color (orange) printed from reverse color plate to show tooling and hinges on backbone, will command great attention and interest. Incidentally, it is interesting to note that across the top where the edges of white paper leaves appear that, rather than the color being solid, there are lines of orange. It is quite realistic.

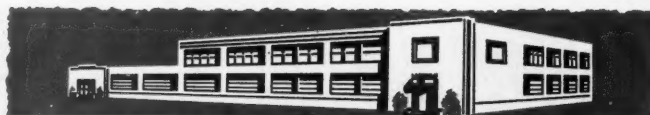


may your *Christmas* be full of joy.



and may Santa
bring you everything

good for
1947



... is the wish from all of us at the *Jacquard* company
GRAND RAPIDS

Cover and title page of six-page greeting folder printed in bright emerald green and dark gray on ivory. Deckle-edge on the fine stock adds class. Below is center spread of above described folder with appropriate holiday decoration and view of handsome plant of company which sent greeting

Type matter on front, your advertising message, is either black or a very deep brown—lighting is bad here today—but if it's a deep brown there is no practical difference. The only fault to be found with the piece concerns the selection of the type used for the title quoted above. This is one of those "modernistic" styles like the late but not lamented Broadway, only it is highlighted. It is also ugly. It is inharmonious with other display type, including that used for the signature. The whiting out around the title is also not correct, there being too little above the heading in relation to the amount below it. Furthermore, in view of the amount of



Humor is keynote of cover of booklet welcoming new employees to St. Louis printers' organization. Colors are warm brown and black, on white. The booklet is profuse with photographs

white space around the two lines, there is too little space between them. By applying proportion, pleasing variety, in this instance, would make a greater improvement than you probably realize or can imagine. It isn't often that we sug-



Christmas, 1946

At left is cover, at right inside spread of small but attractive greeting of Hal Higdon, "Hig" to admirers of the "Phoenix Flame" magazine of which he is editor. Dark medium blue and black are the colors, although the design is such that the rich white stock is very much a part of the picture

A child will choose a nickel in preference to a silver dime because it is larger in size. The youngster does not realize the worth of the smaller coin • Many people buy their printing and advertising with this same childish notion. In the advertising world quality is just as necessary as in any other business...and it isn't always the best buy just because you get more of it for the same amount of money. Our phone 2-9616
FRYE PRINTING CO., 723 EAST ADAMS, SPRINGFIELD, ILLINOIS

Blue and black spots on blotter designed by Ben Wiley make it handsome despite the "nickle" error

...even a small business enterprise
can use big business Advertising

BERGHOFF ASSOCIATES, Inc. • Advertising • BR. 2-1025 CR. 5-6151 • 510 N. LA CIENEGA BLVD. • HOLLYWOOD 46

Simple blotter design made effective by unusual choice of type styles. In black and brown on white

gest lines are too widely spaced and though that isn't serious in this case, closer line spacing would permit larger type for the heading. As it stands, display is too small in relation to the text. Here, again, consideration of proportion would bring about improvement.

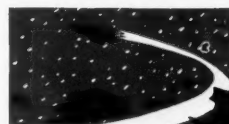
PRESS OF H. N. CORNAY, New Orleans, Louisiana—After a review of your elaborate new type specimen book, it is easy to understand how you could have spent two years in its production. It represents a tremendous effort, and you are to be congratulated on its attractiveness and its incorporation of ideas which will serve to make it a useful tool for your customers. It is impressive in

size (100 sheets of tough, heavy stock, 9 by 11½ inches in size) and its colorful (peach, orange, and brown) cover, together with its bright red plastic binding, make it even more distinguished. Probably the most outstanding of the manual's numerous features is your method of type specification. There is no need to write the name and size of the type required. One number, such as 1512, designates both the style (represented by the figure 15) and the point size (represented by 12). Of importance, too, is the inclusion of the complete characters in every style of type shown. Another point, not new but worthy of mention, is the use of faint vertical

The cheery tinkle of silver sleighbells
and a merry echoing laugh trail back
to us from the winding road beyond the
hill... then all is quiet. Reluctantly, we
close the door upon the white December
night. Our guests have gone. One by one
we pinch out the gaily colored candles
on the fragrant Christmas tree. A kick
at the back log in the fireplace sends a
shower of sparks scampering up the soot-

smudged chimney. We breathe the faint
incense of wood smoke and stand for a
moment gazing into the glowing embers.
Then, up the creaking stairs to bed. Mem-
ories... just memories.

Harry, Mae and Hal Higdon



rules, spaced one pica apart, which indicate the number of type characters to be gotten into a given measure. In body size showings the average number of characters to the inch is indicated for each point size. For comparison of type masses body sizes are also demonstrated solid and two-point leaded. The foundry type section is easily identified by a light blue tint block behind the heading at the top of each page. Machine type pages are quickly recognized by a light green background. A showing of rules, borders, decorative material, and a page of printing trade customs complete this unusual specimen book.

MCLAREN & COMPANY, of Melbourne, Australia.—Our sincerest compliments on the beautiful brochure "1939-1945" which in word and picture—mostly picture—relates the work done by the H. V. McKay Massey Harris Company in its war effort. On large page size, 9% by 13% inches, the cover design is highly impressive, the years "1939" and "1945" being in two lines of 1½-inch "gold" figures outlined with deep brown, used also for the firm name in small condensed sans serif caps, 3-point rules above and below, and for the triple rule bands near top and bottom of the page which bleed off the sides. Background is printed (by offset) in a medium gray brown with half a circle representing the sun just over the top rule above the name showing white (stock). Sun's rays, extending outward and some upward toward the figures of the title, are gold, tapering with some white showing close to the half-circle. To further enrich the piece transparent acetate is wrapped over the cover. The piece shows planning, and skillful planning at that. On the inside pages the gray brown is in some cases used to print line illustrations solid most of the way up but with pictures (tanks and other things

produced) along the top usually at an angle and leaving some paper showing above. These panels have been cut out to accommodate the set-in illustrations, alternate pages being in two-color and four-color process. Type matter is in the deep brown of the cover. It is our studied opinion that the offset pressmanship equals the quality of the best work of the kind done in the United States, anywhere for that matter. Typography, also, is excellent.

BALDING AND MANSELL, London, England.—We do not consider your house magazine "Forward 5" a "more or less amateur affair" as you so modestly refer to it. In fact, in all respects it compares favorably with the best rather than the average. There are dramatic, impressive qualities in the cover and headings of items in pages of text, in the case of the latter due to much white space around the headings. Feature of the cover is the color plate, a halftone bleeding off all sides and showing the keyboard and adjacent parts of a monotype machine. A less brilliant cover than the orange used for printing this might have been selected, but then the cover would be comparatively less brilliant, though bright enough and more pleasing. The right green or brown is indicated for second color of this form. It is unfortunate the lines of type "Forward" and "January, 1947" which are printed aslant were not printed at angle conforming with angle of keys of keyboard. No one reacts favorably to things in a design which are inconsistent where they would be better if consistent. Crookedness jars. Title page is fresh and dramatic but page following would be better if lines on main group were not widely letterspaced and those of lower mass not letterspaced at all. Margins around this page are quite displeasing with so much at sides and so

much between groups and so little at top and bottom. Frankly the effect is "sloppy," if you get what we mean. A fine-line border around the type with proportionate margins around type and outside it would mean a lot and the suggested border would add a finish. Consider the foregoing points when evaluating the page headed "Contents," where letterspacing of lines of capitals is much too wide. We endorse the remaining pages except for the spacing of by-lines like "By H. T. W. Bousfield" on page 8. The spacing here is unreasonably wide, especially considering that of title "On Contemporary Printing," the spacing of which is just about perfect. Spacing of by-line "By Ella F. Thompson" on page 12 is a lot better. Why the difference? Only point here is that allowance for period after "F." was not made. What counts is the visual, not mechanical, spacing. Here, again, a point comes up. With most main heads set flush left and allowed to wind up short of full measure, like "William Morris" on page 14, was it felt necessary to make (by spacing) heads coming near full measure? The practice developed bad word spacing and broke consistency of complete handling. Size of page in relation to size of type also brought on a problem. The measure in which the type was set is wider than it should be for comfortable reading and yet two columns to the page in that size type wouldn't work out as measure would have to be too narrow for good spacing in such a size. However, this is not serious. The pages are readable enough if not perfect. "Bled" halftones here and there spark the item. Presswork is excellent. In fact, after examining much printing from England we rate the pressmen above the compositors and designers. The difference is here less marked.

GEORGE BRADSHAW, English printer, invented railway time tables more than a century ago as a premium scheme to get rid of a huge surplus of maps. He was born in England, in July, 1801, several years before the first practical railroad was built. His name was known long before he produced his first time table, for he published "Bradshaw's Map of Inland Navigation," which dealt with all the canals and rivers of his country.

However, in 1839 he published a sixpence "Bradshaw's Time Table." The title was changed to "Bradshaw's Railway Companion," and the price was raised to one shilling the following year. Later this was reduced to its original price. George Bradshaw was sure that the best method of making money was to devote all his energies to producing reliable time tables.

With his schedules Bradshaw became a powerful influence in making the early trains run on time. In Manchester, England, 1839, railway travel was just beginning to be popular among the wealthy. The much slower travel by canal boat was going out of fashion, and Bradford had thousands of canal maps of England and Wales in his shop and had no prospect of selling them. One day at the Manchester

PRINTER INVENTED FIRST

Time Table

FOR RAILROADS

station he realized that it was impossible to get any printed information about train times. Passengers besieged the station all day long to find out when the trains were arriving and leaving. Then Bradshaw got his idea. "I'll print the times of the arrival and departure and sell them, and I'll give away a map with each copy," he said.

So every day he went to the Manchester station to get the times of trains, and each day the hours were different. The wealthier people gladly paid six pence for the sheets. But Bradford had a hard time keeping up with the irregular schedules. His presses worked day and night, and with small

profit. So he wondered if the railroad company had thought about making the trains run at the same times each day. Conservative officials were shocked at the idea. "If we advertise a train to be leaving at a certain time," said one horrified railway man, "the public will expect it to leave punctually. Don't you realize that?"

Bradshaw did, and for months he hammered away at the company until trains were booked to arrive and depart at definite times. October 19, 1839, the first Bradshaw time table appeared. It was of vest-pocket size, with smart gilt edging, and there were not only twenty-four pages of train times, but instructions to travelers in regard to clothing, food, and comfort. Passengers were forbidden to smoke or to give tips. They were advised to wear overcoats and smoke-protecting spectacles. They were urged to be at the station ten minutes before the departure of trains. In those days there were two classes of compartments—inside and out. The outsiders sat on the roofs of the coaches and paid two-thirds the price of an inside seat.

The first issue of Bradshaw's "Continental Guide" was published in June, 1847, a thin volume compared with the "Continental Bradshaw" of today.

By H. E. ZIMMERMAN

Hartley Everett Jackson

By Frank McCaffrey

● ALMOST every major need of existence has an obvious answer which is consistently ignored. This is true in the printing industry. *The major need now of the American printing industry is a substantial and continuous supply of new personnel, realistically selected and adequately trained.* The obvious answer is that schools and management must pool their separate abilities to the common need of selecting and training men and women.

Hartley Everett Jackson not only understands the problem concisely but he has come forth with an answer that is literally being backed by the State of California through the training courses of the San Jose State College. Widely experienced as a printing plant executive and operator of his own business, Jackson has stepped aside from industrial success to devote his distinguished talents to a new academic program at the college. What more satisfying reward is there for any man in rounding out his life's work than passing on his skill and his inspiration to a new generation?

Hartley was born in the small mining town of Camptonville, now a ghost town. The district's allotment of school children was only seven, so Hartley at four-and-one-half years of age had to be hustled along to school to make up the total allotment! With that early start he acquired a lasting urge for learning.

Experience Is Broad

His dad was seafaring, but he "came ashore" as a stationary engineer when the family moved to the Bay area of San Francisco. Young Hartley's primary education was acquired in the neighborhood schools of this new home. His first real job, he says, was on the *Times* in Palo Alto, when he was fifteen. He ultimately made his way through college by working on the school paper.

As they progress in training and ability some men will broaden their experience by occasionally changing jobs, or moving along to larger plants or plants specializing in different kinds of production. Jackson evidently enjoyed this sort of progress. He rose from floor work to the superintendency of the San Jose *Times*. Then followed employment

on the Sacramento *Union*, the Sacramento News Publishing Company, and at the California state plant in Sacramento.

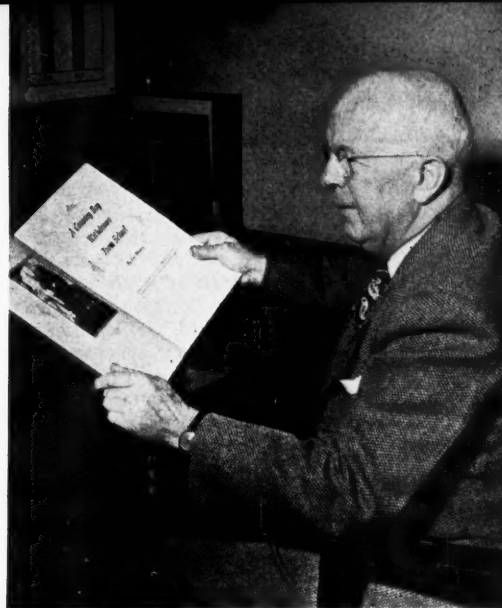
Following his urge to get back to San Francisco, he became associated with the Abbott Press, a firm specializing in high grade advertising typography and color work. He remained there for three years, and then he took over the operation of the Metropolitan Press. After seven years of being in business for himself he decided it would be a lot more fun and satisfaction to print books. Stanford University Press was his next stop, six years as book designer and instructor of mechanics of publishing. He wrote a textbook for the course. It was ultimately revised and enlarged and is titled "Newspaper Typography." A number of schools use it as text.

Active in Craftsmen Club

Away back in 1921 Jackson was an advocate of the "Share Your Knowledge" movement. He was an enthusiastic promoter of that ideal in San Francisco, and when a club of Printing House Craftsmen was organized in the Golden Gate city, Jackson became its first president. His interests in industrial education have been broad. He found time to serve as the director of the San Francisco Advertising Club, and also of the Better Business Bureau. He still retains his interest in the Craftsmen's program, and he takes active part in Coast gatherings.

Just prior to Pearl Harbor many American trade schools had set up adult training courses. By the middle of 1942 the demand for trained workers had grown so urgent that college shop facilities throughout the nation were turned over to adult training. Gradually industry itself took over the major task of training men and women to read plans and manipulate the infinite tools of production. At San Jose, Jackson was given the responsibility of first coordinating the college's program of training, and later the city-wide program.

In June of 1943 upon request by the Army Transportation Corps for a man to handle the training work, Mr. Jackson was granted a leave of absence to tackle the assignment.



The mission of the Corps was a gigantic job of handling, transporting, or storing everything that the Army might need.

Until the end of the war Hartley traveled many thousands of miles with stops averaging from two days to two months. It was his responsibility (and opportunity to observe quick results) to help plan and set up training programs, and in turn discover and train instructors to carry out the programs. The war brought forth for immediate solution the problem: how to *teach* the men and women to do jobs they had never done before—and how to teach them quickly, with assured, uniform results. By whatever phrasing we may measure or eulogize our productive might as a nation, in a crisis such as the recent war it gets down to the simple fact that we developed undreamed of capacity as *teachers* in all the broad and minute ramifications of industry.

Urgent Need for Training

Now, at San Jose State College, Jackson is occupied with supplying practical answers to a problem long interesting to him. He told me, "*The need for positive means for selecting and training qualified young men to fill jobs in the printing industry was apparent to me back in the twenties. As a member of the local employers' association, I had sought to arouse other members to organized action in this direction, but without result.*"

"It then seemed possible," continued Jackson, "*to approach the problem, which was still only a small cloud on the employment horizon, by a long-range program in the schools. The factors were, and are, these: Apprenticeship programs of industry are not functioning*"

well, but they are not replaceable to any extent by school training. To support this statement, it is stated by the Frank Wiggins School of Los Angeles, one of the really strong schools, that not more than two years of the apprenticeship period can be supplied by the school. But on the other hand, the expanding techniques of the industry demand, beyond and outside of the printing technical courses, young men who have had (at least) high school courses in chemistry, mathematics, physics, and English, with specialized school work for special jobs. The schools are equipped to do certain things; the industry is equipped to do other things. Both kinds of training and education are needed."

Under the general title of *Laboratory Courses in the Graphic Arts* at San Jose State College, Jackson is not attempting to teach printing industry skills. The printing curriculum for 1947-1948 terms embraces these eight courses: industrial arts teacher training; the techniques of printing for commercial art; techniques of printing for journalism; techniques of printing for advertising; craft printing for occupational therapy; printing management, the four-year course; printing management, two-year course.

Skills Not Developed

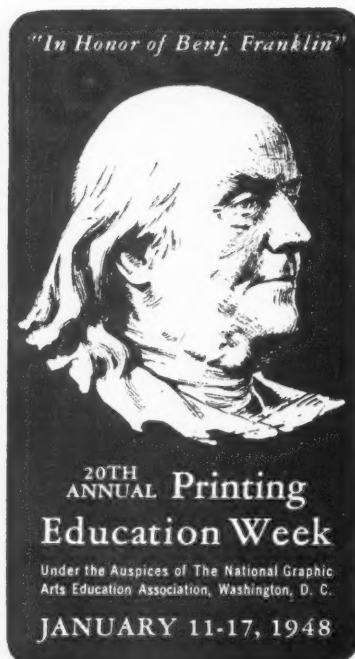
From the college's prospectus we quote: "Teachers completing the teacher-training course outlined in the industrial arts curriculum will conduct shop courses in junior high schools, teaching the students about the printing industry and its allied arts and sciences. In this teaching, there is absolutely no intention to develop skills.

"Courses in the college laboratory for the training of industrial arts printing teachers necessarily include a great deal of the correlated background material, with much attention given to the history of printing and to its processes, methods, tools, and materials. Teacher-training students are provided, in addition, with courses in professional education designed to enlighten prospective teachers as to means and methods of correlating instruction in the school shop with that of other departments, such as English, mathematics, art, science, and commerce. The guidance data is carefully prepared, and opportunities for careers in the graphic arts industries are examined and discussed.

"No production of printing 'for use' is done in the laboratory. Only such printing projects as have a

specific educational value have been scheduled. Each elementary class produces in its entirety a limited edition of a small, hand-set, case-bound book."

When printshop proprietors gather to discuss "help" problems the talk usually centers around the tribulations of supplying new employees to carry on the mechanical trades of the industry, with slight reference being made to the office personnel—



salesmen, executives, and so forth. Sampled statistics suggest approximately 45,000 new personnel will be recruited for the printing industry in 1948. Of all these thousands, many will be employed in the front office. It may be well for those employers who lean upon the hope of new employees coming to them from "schools" to heed the figures which indicate that only four per cent of those who are now enrolled in the school printing courses of various kinds will ever be employed in the industry.

Need Front Office Workers

It is plain that only a small percentage of printing education is producing printers. It is said that the "ratio of apprentices to journeymen runs as high as forty, fifty, sixty, and even seventy journeymen workers to one apprentice." And further, "Today more than half of the union typographers are over fifty years of age . . . and there

are nearly four thousand composing room employees over seventy."

San Jose recognizes the need of front office workers as evidenced by the statement made in reference to the two courses the college conducts in printing management:

"A review of the types of employment open to junior administrators and executives shows three general areas. These are business offices of printing and lithographing establishments, their sales staffs, and the sales organizations of the companies which specialize in selling the printing and lithographing machines or the materials.

"Diverse as these activities are, they all involve a common background of basic knowledge of the fundamental operations of the graphic arts industry. To this basic background knowledge students in printing management programs devote most of their attention during their first year of study.

What Should Be Done

"Each student is then ready to pursue specialized work which prepares him specifically for the area he intends to enter.

"Both of the management programs are laboratory courses, in that a full third of the four-year student's time, and two-thirds of the time of the two-year student is spent in the well-equipped college printing laboratory."

One sees as the very basis of his present-day educational efforts the broad conviction Jackson evolved long ago, *everybody who uses printing as a tool—in most cases to sell goods or his services—should know something about how printing is produced.* The average American business man probably spends at least one-eighth of his time dealing with problems in which printing is a direct factor: advertising, publicity, correspondence, packaging, displays, and all the ramifications of factory control and of contact with the customer.

We, in the printing industry, are workers in one of America's greatest means of practical, continued, national progress. It behooves us all to see clearly the needs ahead and to better prepare new workers as well as ourselves to do a better job—and that will continue to be a bigger and bigger job!

The printing industry is not lacking in ideas about *what should be done.* The lack is that too few of us ever get out of that "initial inertia."

Hartley Everett Jackson, California Craftsman-teacher, is the one man who is really doing something about it!

THE PROOFROOM

By Joseph Lasky

Author of textbook: *Proofreading and Copy-Preparation*

Proofreading and copy-preparation questions will be answered by mail if accompanied by a stamped envelope. Replies will be kept confidential if you so desire

"NOT" SO GOOD!

Will you comment on the following serious error which necessitated a corrective notice, as shown below? The omission of the word *not* may be the cause of serious trouble, as many proofreaders know from sad experience.

"Because of a typographical error, a Tokyo dispatch printed in yesterday's late editions attributed to spokesmen of Japan's two leading labor federations the statement that the federations would mix political and economic objectives. What the spokesmen said was that the federations would not mix these objectives."

One of the main reasons for the foregoing error is incompetent, indifferent copyholding. The best way to achieve accuracy is to have the copyholder read aloud to the proofreader. When the process is reversed, there always is danger that grave errors will get by. This is especially true when the eye of the typesetter wanders from one word in a line to the same word in a following line as I now show:

Ask him *to* come to see us if possible as we want to sell this place.

Ask him *to give* you some money.

In the above case the operator's eye went from *to*, the third word in the first line, to *give*, fourth word in the third line. Hence there was an "out" of sixteen words.

Unless the copyholder were alert, he might have failed to note the hiatus, assuming he was not reading aloud to the proofreader but following the copy visually. To repeat, the only way to prevent such serious omissions is to observe the practice of the copyholder reading aloud to the proofreader.

END QUOTES

I am aware that the period and the comma, as a rule, precede the end-quotes. But here is the rub. Suppose a single word is quoted, or let us assume that a sentence ends with double, single and double quotes, where should the comma or period go in these instances?

It makes no difference if one word is quoted or if a sentence ends with a number of quotes, the period or the comma *always precedes* the first

quote mark. The following sentences illustrate the correct use of periods or commas with quotations.

By 'experiment,' he said, is meant the process of evolution.

Mr. Wyeth said that the two men were compelled to 'mark time.'

Cobbett remarked, "The apostrophe ought to be called the mark of 'laziness.'"

Here is a complicated yet thoroughly accurate quotation we took from Theodore Low De Vinne's *The Practice of Typography—Correct Composition*, page 220.

"In the New Testament we have the following words: 'Jesus answered them, "Is it not written in your law, 'I said, "Ye are gods" '?"'"

WHAT'S WRONG?

First in 47

You have a date on

JANUARY 25TH

to attend the first social event

of the year in the *Graphic Arts* at

THE HOTEL NEW YORKER

sponsored by the

CLUB OF PRINTING HOUSE CRAFTSMEN

OF NEW YORK, INC.

Send Checks and Reservations to

FREDERIC J. BRUNO

318 West 39th Street

New York 18, N. Y.

There is something wrong with the above notice. It is not a typographical error, a mistake in grammar, or a defect in sentence structure. *Can you spot it?* The answer may be found on the next page.

THE TYPOGRAPHIC WIDOW

Will you please discuss the subject of *widows* and give your opinion as to their present-day use? It seems to me that their increasing prevalence is harmful to good typography.

Under "printing," Webster defines a *widow* as "a short line or single word carried over from the foot of one column or page to the head of a succeeding column or page."

It is reasonably certain that no publication of quality will tolerate widows in the make-up of its pages. But in the great majority of the run-of-the-mill book and job work, widows have become quite common, and one can note a line at the top of a page consisting of one word.

Two important reasons for widows are inordinate speed and the extremely high cost of composition. To a large extent the widows creep into printed jobs because the proofreader fails to bring this defect to the attention of the editor. Unless orders have been given to the contrary, the reader should query a widow and, if there is time, suggest how it may be eliminated.

Occasionally, where space permits, it is a simple matter to bring over the bottom line of the preceding column or page to the top of the following page, or bring back the short line to the bottom of the previous page or column. But where minutes are precious, and a deadline must be met, as in newspaper work, the ugly widow probably will continue to plague the lover of good printing.

DOUBLE PUNCTUATION

In my work I come across such atrocities as :—, .(, (, ;—, *et cetera*. I have assumed, for many years, that double punctuation is considered incorrect and therefore should not be tolerated. What is your opinion of double punctuation?

Double punctuation disappeared concurrently with the hoop-skirt, the bustle, and the beaver hat. No worthwhile publication or educational periodical ever uses double punctuation and, if it is seen occasionally, its appearance probably is

Here are some horrid examples of double punctuation: "We read a newspaper description of a battle-field;—it was fearful to see." "Their arguments,—we were on the point of saying,—were shallow and meaningless." "The following are a few of the firms that make a specialty of fine printing:—" "I said that no man need tell me—(applause)—what are the secret motives of these politicians."

The only extenuation for the foregoing typographic horror is speed—lack of time to do things right. However, the proofroom should have caught this *faux pas*, as it would have been easy to break up the sameness of the end word of.

Some authors make the following distinction: Stars are used when the author himself has omitted something, periods when the ellipsis is by someone else. However, this is an arbitrary whimsy which has no general application. I would say that either stars or periods should be used—not both—to show ellipses throughout a book.

Using the same reasoning as indicated in the foregoing, the word *clarinet*, standing alone, or used as a mere description of a musical instrument, is a common noun. If you

The error in the notice on page 87 is failure to specify the cost of the social event. How can one mail a check if he does not know how much to send?

In the second type of trade plant, where the proofreader has more latitude, he may develop a sound respect for his work and derive considerable pleasure in doing it. Here

the operators and readers may be instructed to watch for such things as indentions, sizes of type, poor sentence structure, incorrect spelling, and anything else which they think is wrong. In such a shop, wrong divisions are not tolerated, and must be corrected, despite the fact that many lines may have to be reset.

Moreover, there are many newspapers and printing establishments where proofreaders are required to make changes if the copy is wrong. This writer remembers one instance where the word *liquefy* was spelled *liquify* about fifty times, yet the foreman demanded that it be correctly spelled despite the extra time consumed.

On another occasion, overzealously, the proofreader changed *transshipment* to *transshipment*, but the customer rightly demanded that the second *s* be deleted in accordance with the copy on the ground that in his industry the word was spelled that way.

Hence we revert to the original question, "What are a proofreader's duties and responsibilities?"

1. A reader's first duty is to do his job as well as he knows how, based on his employer's instructions and necessities. If the conditions are not conducive to his peace of mind and self-respect, he has no other alternative but to change his position.

2. The responsibilities of a reader are limitless, depending upon his standards of craftsmanship and his knowledge and experience.

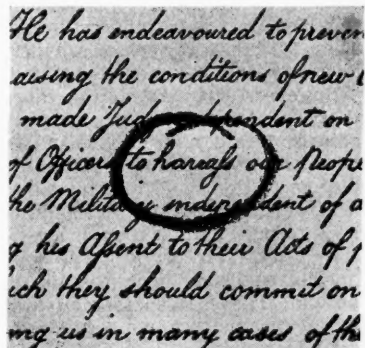
What a reader must retain, at all costs, is a level head and a true sense of values. One thing he must never do, no matter what the provocation, is to lose his respect for this profession which, sad to relate, happens too often. A sense of humor will be found helpful, too.

The art of proofreading was born concurrently with the invention of movable types, and is therefore five hundred years old. During the past centuries, the greatest scholars earned their living as proofreaders. In recent times proofreading has been the stepping-stone to exalted positions in the printing, advertising, and publishing industries. The importance of a vocation is measured by one's dignity and pride. If you love the art of proofreading and consider it a privilege to work at this calling, you will earn and enjoy the esteem of your fellow workers. By the same token, the quality of your work will reflect your pride and interest. Finally your superiors cannot fail to note the interest and competence of your reading, and

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

DID YOU KNOW

that there is a typographical error in the original Declaration of Independence? The er-



ror is the word *harass* which is spelled *harrass* in the document. See encircled word which appears in the reproduction above.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

so you will be judged accordingly. Proofreading is a process of constant growth, accretion, and application. Your responsibilities are in direct ratio to your ability to detect errors. Whatever is potentially incorrect is within your province to change or query. The proofreader is the bulwark between inaccuracy and accuracy and he should make certain that he has spared no efforts in achieving the highest standards of which he is capable.

NO! SAYS MR. ROWE

I do not agree that the word *slow* is correctly used as an adverb in your phrase "Drive *slow*" (September issue, page 73). The word is given as an adjective only in our Webster and *slowly* as an adverb. I know it is used by many Canadians and Americans as you give it, but this is one more instance of what I think is incorrect grammar, and I am becoming more convinced that, apart from expressions that can be classified as American, the language spoken and written by the average high school and college graduate of this country and the U. S. A. is a very poor English.

I desire to pay my respects to this Canadian gentleman and reader of *The Proofroom* for his forthright criticism and frank expression of his opinions. It is this type of criticism that makes *The Proofroom* a real forum where knowledge and

information may be presented and shared by all of our readers.

My authority for the use of *slow* as an adverb is Webster's *New International Dictionary*, 1943 edition, Volume two, page 2369. "*Slow*, adverb. How *slow* time goes." May I also call this reader's attention to the following lines from Shakespeare: "How *slow* this old moon wanes." *Midsummer Night's Dream*, Act I, scene 2. "Man could never go so *slow*." *Cymbeline*, Act III, scene 1. "Goes *slow* and steady by them." *Hamlet*, Act I, scene 2.

From Bartlett's *Familiar Quotations*, page 829. "It does a heap o' good sometimes to go a little *slow*," James William Foley. "Like a thick midnight fog, moved there so *slow*," page 170, Henry Vaughan. "Learn to read *slow*," page 170, William Walker.

It is probably true that "the average high school and college graduate in this country (Canada) and the U. S. A." speaks a very poor English. Where the fault lies for this deplorable condition is yet to be ascertained. Both Canada and the United States spend billions of dollars to educate their children, yet the results obtained are meager when contrasted with the enormous sums invested.

For the past sixty years *The Inland Printer*, through the medium of *The Proofroom*, has been of incalculable influence in disseminating throughout the graphic arts a knowledge of grammar, rhetoric, sentence structure, punctuation, division of words, capitalization, compounding, and numerous other elements which are connected with our mother tongue.

Both of my late predecessors, F. Horace Teall and his son Edward Nelson Teall, quite probably were the most outstanding grammarians, editors, and proofreaders of their time, and their influence as educators *par excellence* will continue indefinitely. I consider it a high privilege to continue the work connected with *The Proofroom* and will try to the utmost of my ability to render the kind of service which readers of IP expect.

This is the fourth issue in which my by-line has appeared. I have attempted a few innovations and *Proofroom* readers may expect more in the future. However, your co-operation and suggestions are not only desirable, they are really imperative to enable me to serve you as you require. Please send in your criticism, good or bad.

Do you find the pages of *The Proofroom* dull or interesting? Is

the material sufficiently diverse or should it be more varied? Are the questions answered with sufficient clarity to make them useful? Is there anything specific which you would like to change, add to, or eliminate? My policy is to answer letters by mail whenever possible, so if you want a direct reply, specify it. I definitely solicit any type of questions within the realm of proof-reading and copy-preparation. I will spare no pains to answer them accurately, authoritatively, and thoroughly. With your help, I know that *The Proofroom* will achieve greater usefulness than ever before, and will continue to be worthy of the confidence that it has enjoyed for more than a half a century.

PREVENTIVE

Is there any authority for the use of the word *preventive*? The other day I changed it to *preventive* and the author insisted that the letters *at* be re-inserted. Was I wrong in making the change?

Unfortunately, Webster's lists *preventative*—as a noun and an adjective—as an “irregularly formed doublet.”

Preventive, however, derived from the French *préventif*, seems to have a better reason for existence, and is overwhelmingly the preferred spelling in the majority of schools and colleges.

According to the English *Oxford Dictionary*, *preventive* has been in constant use since 1639, hence there should be no question as to its preference to *preventative*.

COPY ON BACKBONE OF BOOK

Please indicate the correct position of reading matter on the backbone of a book or periodical. I always have been under the impression that the copy on the backbone reads the same way as the caption under a cut printed the long way, that is from bottom to top.

Logically, there should be no difference, as the natural tendency is to read from the bottom to the top. That, I think, is the reason why the long-way captions are so printed.

However, after examining more than one hundred books and periodicals, I find a mere five or six with the copy running from the bottom to the top. While custom is a powerful factor in determining book format, I think there is a sensible reason for printing the copy on the backbone from the top to bottom. That reason is motivated by the fact that when a book stands on a shelf the copy is more readable that way.

PARENTHETICAL COMMAS

Is it wrong to leave out the comma after *California* in the expression *Los Angeles, California, Branch*? I also would like to know if the comma may be omitted after 1947 in the following phrases: “In May, 1947, we went north,” or “On May 10, 1947, we began our trip.”

It is incorrect to leave out the commas after *California* and after 1947 in the above examples. The proper use of these commas is based on the following rule: A parenthetical expression should be preceded immediately and followed immediately by commas. (*Definition*: A parenthetical expression may con-

sist of a single word, a phrase or a clause that is so independent that it may be eliminated entirely without changing the meaning or injuring the grammatical structure of the sentence.)

A casual reading of newspapers, magazines, or advertising literature will reveal such usages as *June 1947*, or “On October 1, 1948 the lease expires.” Universal rules of punctuation demand that a comma should go after *June* and after 1948. One of the vicious results of this kind of slipshod punctuation is that these parenthetical commas are used so haphazardly—quite often on the same page—without rime or reason. If you haven't authority to correct defects, at least querry them.

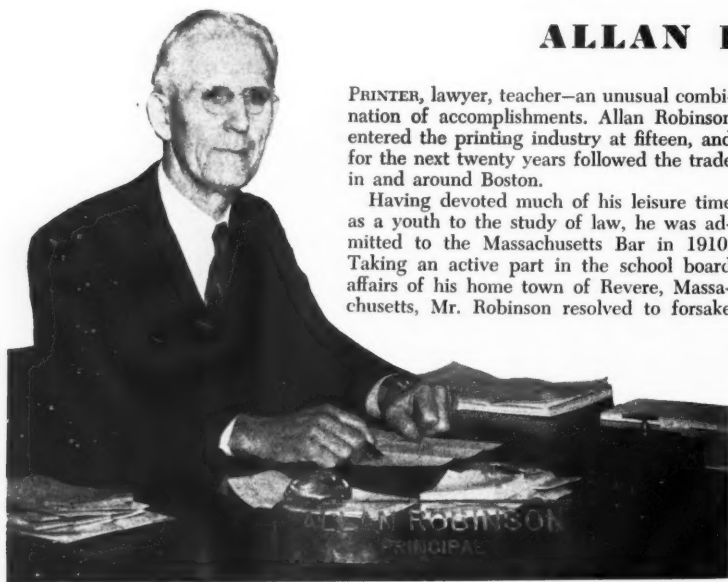
MONOGRAMMED

Two different requests have come to us recently regarding the correct spelling of *monogrammed*. Can you set us straight? One authority would have us double the *m*, and another one would use only one.

The correct verbal-adjective derivative of *monogram* is *monogrammed*. As both Webster's and the Standard dictionaries agree on this spelling without any variation, there can be no question about its correctness.

Monogram comes from the Latin *monogramma*, or from the Greek *monos* (single) plus *gramma* (letter). Hence in forming the adjective, the two *m*'s are retained in accordance with the Latin or Greek terminations. Thus we evolved the spelling *monogrammed*.

NUMBER 41 IN A SERIES OF TOPFLIGHT CRAFTSMEN



ALLAN ROBINSON

PRINTER, lawyer, teacher—an unusual combination of accomplishments. Allan Robinson entered the printing industry at fifteen, and for the next twenty years followed the trade in and around Boston.

Having devoted much of his leisure time as a youth to the study of law, he was admitted to the Massachusetts Bar in 1910. Taking an active part in the school board affairs of his home town of Revere, Massachusetts, Mr. Robinson resolved to forsake

the law profession for the field of education. After five years as an instructor of presswork and estimating at Boston's Wentworth Institute, Mr. Robinson accepted the principalship of the Ottmar Mergenthaler School of Printing in Baltimore. His twenty-three years of leadership have been instrumental in making this institution one of the outstanding schools in the graphic arts.

Since 1924 Mr. Robinson has been an active member of the Baltimore Club of Printing House Craftsmen. His organizational activities also include the National Graphic Arts Education Association, the Maryland Vocational Association, and the American Vocational Association.

Meriting the good will of both employers and employees, he has occasionally served as arbitrator in labor disputes under union-management contracts. In fact his regular duties and organizational contacts leave him no time for hobbies. His chief interests are fine printing and fine boys.

The Month's News

Section devoted to timely items concerning men and events associated with printing. Copy must reach editor by twentieth of month preceding date of issue

INVITES PRINTERS TO MEETING

Bror Zachrisson, the director of the Grafiska Institutet, Stockholm, Sweden, and a guest at a meeting of the New York Employing Printers Association, invited New York printers to attend the Sixth International Master Printers' Congress to be held in Stockholm next summer, from August 1 to 4. The invitation had previously been extended to all printers in this country at the PIA convention in French Lick.

Mr. Zachrisson suggested that printers and their wives might wish to make a vacation trip to Europe and attend the congress while there. To be sure of hotel accommodations, the reservations should be made early through the PIA or direct with Ernest Kulling, Svenska Boktryckareföreningen, Hovslagargatan 3, Stockholm, Sweden.

The 1948 congress, which is being organized by the Swedish Federation of Master Printers in cooperation with the International Bureau of Federations of Master Printers, London, will mark the twenty-fifth anniversary of the first such congress held in Gothenburg, Sweden, in 1923. The last one was held in 1937 in Budapest, Hungary.

The Grafiska Institutet which Mr. Zachrisson heads offers printing courses on a college or professional level patterned after those given at the printing department of the Carnegie Institute of Technology, from which Mr. Zachrisson was graduated in 1928. The Swedish school was founded in 1943 and is supported by some two hundred firms in both the printing and publishing fields, with one-third of the annual expenditures covered by students' fees and government subsidy.

Mr. Zachrisson has been visiting this country to survey the latest trends and new techniques in graphic arts education here. The day following the NYEPA meeting he was a guest at a luncheon of New York alumni of Carnegie Tech, along with Bruce Buttles, the new head of the printing department there. Mr. Zachrisson is one of the overseas members of the New York Club of Printing House Craftsmen.

CHRISTMAS CARDS TOP RECORD

Greeting card manufacturers have produced one and a half billion Christmas cards for the use of the American public during the forthcoming holiday season, so the Greeting Card Industry has announced. The estimate is based

upon the information furnished to the trade association by its sixty members, who produce 85 per cent of all greeting cards published in the United States. Because of the better supply of parchment and other fine papers during the past few months, cards have been produced on a greater variety and better grades of stock than during the war.

Current News and The Bible

BY DEACON
CLEARLIGHT

Thievery continues to be big news as congressional committees delve into misdeeds of wartime executives, and as reports from all over the world tell of embezzlements, defaultings, plunderings, slowdowns, and other forms of stealing.

In diplomatic circles, stealing has become a fine art associated with vanity, lies, and crooked paths, that "whosoever goeth therein shall not know peace." In politics, stealing has approached a definite standard of methodical procedure. In business, it is petty grafting and misrepresentation. In labor disputes, it is conscientiousness "slow-downs."

More thieves are outside penitentiaries than are within them. Some hide, others live in open affluence. They even cheat in religious circles. One thief was among the twelve disciples, and Jesus let him go the limit—he committed suicide. Another thief—a tax-collector—was converted and told Jesus he would restore four-fold to those whom he had wronged. One of God's Ten Commandments consists of four words: "THOU SHALT NOT STEAL."

Other passages of Scripture, quoted from Jewish, Catholic, and Protestant versions of the Bible, respectively, follow:

"The Lord hath a controversy with the inhabitants of the land . . . there is false-swearing, and lying, and murdering, and stealing, and committing adultery . . ." (Hosea 4: 1, 2.)

"And He said to me: This is the curse . . . every thief shall be judged . . . and every one that sweareth in like manner shall be judged by it." (Zacharias 5: 3.)

"Let him that stole steal no more: but rather let him labor, working with his hands . . ." (Ephesians 4: 28.)

GIEGENGACK ISSUES REPORT

The sum of \$53,000,000 was spent by the United States Government for the printing done in its Government Printing Office during the fiscal year ended June 30, so the annual report of Augustus E. Giegengack, Public Printer of the United States, shows.

Of this amount \$12,906,982 was paid for printing done by commercial establishments in various parts of the country, principally for work which either could not be handled by the GPO because of overcrowding, or because the work could be done cheaper by firms which owned specialized equipment. In reporting to Congress, Mr. Giegengack wrote as follows:

"Like every other large printing plant in the country, the Government Printing Office finds that modernization of its machinery is now long overdue after seven years of a self-imposed rigid policy of 'replacements only.' Even these were restricted to what was most urgent.

"Construction and opportunities for the procurement of machine equipment have not yet developed to a point where it is possible to undertake a rapid and overall modernization. Nevertheless, the manufacturers have made many notable advances in design and methods. Throughout the whole industry limited installations of machinery and techniques have been made. This provides for a basis for study and evaluation of their application to our present as well as future requirements."

Mr. Giegengack reported that recruitment of technical personnel is not much easier than it was during the war. However, the GPO's apprentice school has been reopened, which will give added skilled craftsmen to the staff but its effect will not be felt for at least three or more years.

The printed report consists of a book of 232 pages, six by nine inches in page size, and is divided into five parts: the administration, planning, production, service divisions, and forecast. At the conclusion, five recommendations are made for added facilities.

PRODUCES SPECIMEN CHART

Federal Printing Company, Los Angeles, has developed a chart upon which appears 108 specimens of letterheads to be used in sales work to give prospective customers ideas concerning styles. The use of the chart eliminates costly composing room alterations and rough sketches, so the producers assert.

ANNOUNCE DESIGN COMPETITION

Printing Week will be an occasion for using stamps beginning with the celebration during January, 1949, in accordance with plans of the International Association of Printing House Craftsmen to boost the printing industry. For that purpose a stamp design contest is conducted in which all the clubs are asked to participate, so John A. Waryn, of the publication relations committee, has announced.

"The winner of this stamp contest will not only win an award but he will receive wide publicity because his design will be the official stamp for Printing Week of 1949," reads one part of the announcement. "The contestant is given a great deal of latitude concerning the design which may incorporate any idea so long as it is appropriate to Printing Week. Anyone may enter the contest but details must be handled through the local club."

It is planned that specimens of entries will be displayed at the International Craftsmen's convention next year in Cleveland, Ohio. Designs for contest purposes must be ready by January 28, 1948. All further information may be obtained from the local club or from John A. Waryn, 1312 Golf Terrace, Union, New Jersey.

PRINTING PROCESSES EXHIBITED

Firms of the graphic arts in Wichita, Kansas, used six booths, two presses, a folding machine, and a paper cutter to demonstrate how a model print shop operates at the Kansas Manufacturers Show held in Wichita. An offset press, lent for the exhibition by the American Type Foundry, was used to print copies of Lincoln's Gettysburg address, in addition to copies of a four-page pamphlet titled "Men and Women at Work in the Graphic Arts in Wichita." A press, illustrating the letterpress process of printing, was used to print a directory of the entire show in which 200 exhibitors were listed. Labor unions in the printing trades cooperated with employers in staging the exhibits. The Western Newspaper Union and the Missouri Central Type Foundry also lent machines for exhibition purposes.

SYNTRON BUYS PLANT

The purchase of a manufacturing plant at Blairsville, Pennsylvania, has added 100,000 square feet of floor space to the facilities of Syntron Company, Homer City, the manufacturer of paper jiggers and other equipment. It is the plan of the company to transfer much of its production work to the newly acquired plant, thus increasing space for the new products. The company's general offices will remain in Homer City.

FOUNDATION BOARD MEETS

At a recent board meeting, R. Verne Mitchell, chairman of Harris-Seybold Company, was returned to the board of directors of the Lithographic Technical Foundation to fill the unexpired term of the late A. Stull Harris. Mr. Mitchell was one of the founders of the LTF when it was launched in 1925, and served on

the board for twenty years until 1945, at which time Mr. Harris succeeded him.

A tentative budget of \$150,000 was adopted to cover operations of the LTF during 1948. The hope was expressed of increasing the annual income to \$175,000 to finance the enlarged program of research recommended by the research committee of which Ernest E. Jones of Toledo, is chairman.

Reports were given at the board meeting by the president of LTF, Leonard H. Knopf, president of Meyercord Company, of Chicago; by Charles W. Frazier, the treasurer; by Don H. Black, chairman of public relations and publicity; by the director, Wade Griswold, and others.

MAKES SMALL CITY SURVEY

Influence of the Rittman Press, Rittman, Ohio, was the subject of a recent survey which disclosed some interesting information about small weekly newspapers in general.

"Only two-fifths of the money earned in Rittman is spent in Rittman," announced publishers of the newspaper. "Thus the potential sales volume is at least a million dollars more than the 1946 retail sales. This million can be had on the most part by better merchandising and better service which can be emphasized through advertising in the Press."

Among other facts disclosed as a result of the survey which the newspaper

Hammond Mercury TrimO Saw

FAST ACCURATE SAWING

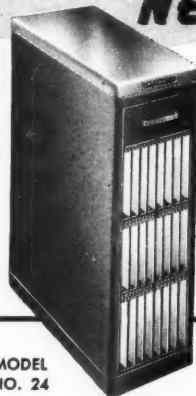
The Ball Bearing Gauge on the Hammond Mercury TrimO saw speeds up sawing through eliminating the sticky and jerky action of the gauge merely sliding over the table. And the Mercury being supplied with many of the Glider TrimO saw's famous features provides the sawing accuracy for which the Glider is so noted.

Write for complete information, there's no obligation.



MODEL
M-7

NEW! STRIP MATERIAL CABINET



MODEL
NO. 24

Put a Strip Material Cabinet by your Hammond TrimO saw. This will mean less steps and thus save time and money.

We'll be glad to send promptly bulletin and price.

Hammond
Machinery Builders
INC.

1616 DOUGLAS AVE. • KALAMAZOO 54, MICH.

is using in its own promotional advertising are the following: 91 per cent of the readers retain the newspaper for more than three days; 76 per cent read the paper thoroughly; and 74 per cent of the readers are attracted by illustrations in the advertising.

IRA CLIFTON COPLEY

Ira Clifton Copley, the owner and publisher of a chain of seventeen newspapers in Illinois and California, also a former Republican Congressman, died on November 2.

Mr. Copley was born in Knox County, Illinois, October 24, 1864. He received his AB from Yale; his LL.B. from Union College of Law, Chicago, in 1889. He became interested in public utilities following his becoming a lawyer; then in 1905, acquired the *Aurora Beacon-News* which was the first of his chain of newspapers. Among his other newspapers are the *Elgin Courier*, *Joliet Herald-News*, *Illinois State Journal*—all in Illinois. He organized the Copley Press, Incorporated, Aurora, in 1928, and then began acquiring newspapers in California, including the *San Diego Tribune*; the Southern California Newspapers Associated, and papers in Los Angeles, Long Beach, and other cities.

He was elected a member of Congress in 1910 and served twelve years, retiring in 1923. He was also active in numerous projects of the Illinois state government, and devoted much of his time to philanthropic enterprises to which he contributed much of his money, including \$3,000,000 to the Copley Hospital.

WILL JUDGE IPI ESSAYS

Harry L. Gage, vice-president of Mergenthaler Linotype Company, will again be chairman of the jury of judges to select thirty national winners in the twelfth annual IPI essay contest, sponsored by the International Printing Ink division of Interchemical Corporation, in co-operation with National Graphic Arts Education Association.

Other judges are: David W. Armstrong, Boys' Clubs of America, Incorporated; John Kieran, editor, *Information Please Almanac*; Dean John E. Orchard, School of Business, Columbia University; and Charles E. Wilson, the president of General Electric Company.

"Printing and a Free Economy" is the topic of the essays to be written by a possible 15,000 students from more than 400 educational institutions.

EXHIBIT EUROPEAN BOOKS

Specimens of 150 books recently produced in the British Isles and several European countries were placed on exhibition November 13 for a month by the American Institute of Graphic Arts in the Picture Gallery of the New York Public Library, New York City. The exhibit was arranged for the purpose of permitting book designers, publishers, and the public generally to "take stock of the high standards of book production being maintained today in Britain and European countries where limitation or lack of materials and equipment have presented great obstacles."

OPENS NEW PAPER HOUSE

Plans have been made to open a new branch of the Butler Paper Company at Phoenix, Arizona, in a recently purchased building. The firm will be operated under the name of Sierra Paper Company of Phoenix. This is a branch of the Butler branch in Los Angeles operated under that name. David Hartline is resident manager, according to T. F. O'Keefe, vice-president and general manager of the Los Angeles firm.

JOINS PRESS MANUFACTURER

Jack L. Hagen, for twenty years connected with Workman Manufacturing Company, has resigned to become the midwestern manager of the Printing Machinery Division, Electric Boat Com-



JACK L. HAGEN

pany. His offices will be in Chicago. Stuart E. Arnett, sales manager of the organization, has announced that Mr. Hagen will assist in the formation of an effective sales and service department. Mr. Hagen is a past president of Chicago Club of Printing House Craftsmen and also served as president of the Lithographers Club of Chicago.

DISTRIBUTE ATF CATALOG

Scores of new machines and supply items have been added to the 1947 catalog just issued by the American Type Founders Sales Corporation, so officials have announced. Forty-five thousand catalogs have been printed and are now being delivered to customers and prospects by mail and by salesmen. The catalog contains 162 pages and it lists 2,000 different items.

RENEW RESEARCH CONTRACT

A new three-year contract has been made by Photo-Engravers Research, Incorporated, with the Battelle Institute of Columbus, Ohio, by which the institute will continue its research work after the present three-year contract expires in May, 1948.

Officers elected at the recent meeting of the photoengravers group are: president, David Orans, of New York; first vice-president, Gene Maston, of Des Moines, Iowa; the second vice-president, Ralph Yeomans, of Toronto, Canada; the secretary-treasurer, George Hoffman, Savannah, Georgia.

ERNEST F. DETTERER

Ernest F. Detterer, the curator of the Wing Foundation of Newberry Library, Chicago, and an authority on type faces and the history of the graphic arts, died in Chicago, November 9. He was born in Lake Mills, Wisconsin.

After his college education Mr. Detterer became an art instructor at Chicago Normal College. Later he joined the staff of the School of the Art Institute as the head of the department of printing arts. In 1931, he became associated with the Wing Foundation, endowed by the late John Wing, who scoured the world for rare specimens of books, and left his valuable collections with the Newberry Library.

Mr. Detterer was a member of the American Institute of Graphic Arts, the Society of Typographic Arts of Chicago, the Caxton Club of Chicago, and the Grolier Club of New York; and a director on the National Board of Printing Type Faces.

CELEBRATES 75th ANNIVERSARY

Reproductions of the original copy of the *Paper Trade Journal* dated May 27, 1872, and also of several representative issues since that date are contained in a twelve-page pamphlet commemorating the seventy-five years of the publication's history.

Statistics published in the issue show that in 1872, there were forty-two paper mills being built. Of all the mills then operating, among the list were S. D. Warren, producing seven tons of book and newsprint a day; Crane and Company, producing two tons of bank note and collar paper; Byron Weston, producing one and one-half tons of record and ledger paper; Crocker-Burbank's seven mills, making ten tons of news, book, and pulp a day; Peninsular at Ypsilanti, producing two tons of print paper daily, with their new mill making four tons. Riegel, so the record showed, made one and one-half tons of manila daily on Musconetcong Creek in New Jersey. One of the news items of that year as printed in the souvenir pamphlet reads:

"Nearly 50,000,000 paper and linen collars were being made at Troy."

LABEL GROUP ELECTS OFFICERS

Officers elected by the Label Manufacturers Association during its annual meeting in Chicago, November 6 to 8, are: president, Ted Fleming, Fleming-Potter Company, Peoria; vice-president, Albert J. Weinsheimer, president, Magill-Weinsheimer Company, of Chicago; and the treasurer, Joseph M. Davidson, president of Piedmont Label Company, Bedford, Virginia. The executive secretary is Charles R. Cosley, whose offices are in Washington, D. C.

WANT DISCOUNTS RESTORED

Protests in line with the action of the Printing Industry of America have been made by the New York Employing Printers Association against the reduction of discounts by paper merchants.

Criticisms of the paper industry generally were made by Donald L. Boyd, Huntington, West Virginia, president of the PIA, in an address in New York. Mr. Boyd announced that a survey made by the PIA indicates that the reduction in discounts from 2 to 1 per cent is a concerted drive on the part of the paper industry nationally.

Mr. Boyd asserted that as a result of the shortage of paper since 1941, paper jobbers have not been serving the printers by providing a spot source of paper and have not been helping the manufacturers "by providing the capital and space for stocking paper in variety and quantity." He said that local

Colonel G. S. Lockwood, president, British Federation of Master Printers, and G. E. Farmer, father of the Federated Chapel, were principal speakers at the banquet and eulogized Mr. Sessions as a master printer and as an employer who had contributed much to the printing industry. In his response, Mr. Sessions expressed gratification that the Works Council had arranged the testimonial dinner. He also said he was pleased that the occasion was used to welcome returned service men and to pay tribute to other members of the firm and employees who had been long connected with the company.

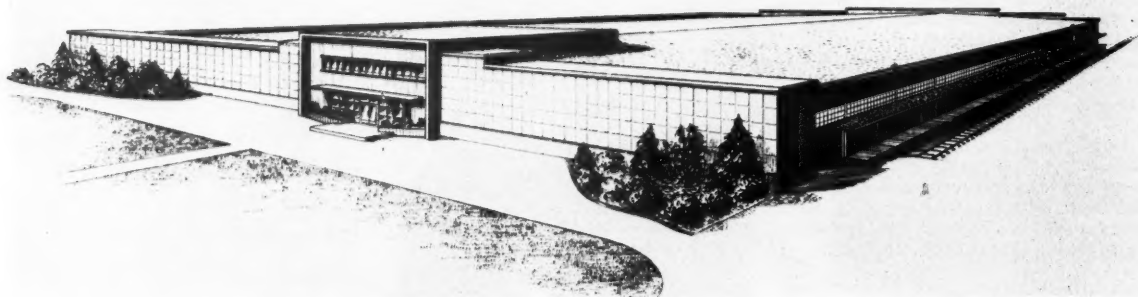
WILL BUILD NEW PLANT

The H. S. Crocker Company of San Francisco is engaged in a \$1,500,000 expansion program which will include the construction of a new printing and lithographing plant to house the facili-

CHARLES G. MCCOY

Charles G. McCoy, in years and in length of service the oldest member of the staff of the New York Employing Printers Association, died October 22 at the age of seventy-nine. A native of California, Mr. McCoy was a printer and small newspaper publisher in several western towns before he came to New York City in 1900, where he established *Printing Trade News* five years later. Becoming interested in the trade association work, he sold his paper in 1915, and played an important part in the merger of several local associations into the present NYEPA.

For many years he was executive secretary of the Brooklyn Printers Group and the Associated Printing Salesmen, NYEPA affiliates. He was the founder and principal donor of the annual APS McCoy Award Competition for the ideas that sell printing.



New single-story printing and lithographing plant under construction by H. S. Crocker Company, San Francisco, to house its Crocker-Union division

paper merchants have become only the brokers, sales agents, or transshippers, "while at the same time commanding the jobber markups on the products handled."

"At no time during the past six years, have we been able to get paper direct from the merchants' warehouses in the quantity required," said Mr. Boyd. "We have taken our paper supplies direct, or transshipped, from the merchants' platforms. But we have paid the full price based on the warehousing practice."

A committee representing the New York Employing Printers has been appointed to confer with paper merchants. Mr. Boyd appointed Raymond Blattenberger of Edward Stern & Company, Philadelphia, to represent the PIA on that committee.

HONOR BRITISH PRINTER

William H. Sessions was honored at a dinner in York, England, in commemoration of his completion of fifty years of management of William Sessions Limited, founded in 1865 by his father.

In 1894, William Sessions II, at the age of sixteen, entered the business and in 1897 assumed responsibility as manager. During his fifty years of management the business grew in volume and quality of production.

ties of its manufacturing division, which is operated under the name of Crocker-Union.

New high-speed letterpress and lithographing presses valued at \$450,000 will be installed in the new plant to augment the company's present \$1,250,000 worth of printing, lithographic, and bindery equipment which will be moved from the present quarters. Labels of every description, advertising material, and commercial printing will be produced in the new plant.

The site of the new building consists of eleven acres in San Bruno, just south of San Francisco, and will have a spur track connecting it with the Southern Pacific Railroad. The main plant building will be constructed of reinforced concrete in one story containing 130,000 square feet. The single story was chosen to afford economical handling of materials and production, and to insure a straight-line flow of production from paper stock to finished product.

The H. S. Crocker Company was established as a printing concern in Sacramento in 1856. Besides the San Francisco plant, it operates a commercial and manifold printing plant in Los Angeles, a label manufacturing plant in Baltimore, Maryland; three stationery stores in San Francisco, one in Sacramento and one in Fresno.

Mr. McCoy's early career constituted a virtual saga of the "tramp printer" era. At sixteen he learned to operate a Washington hand press on a small weekly newspaper in San Buena Ventura, California. He completed his apprenticeship in his brother's shop in Portland, Oregon. Still in his teens, he became foreman of a radical paper, *The Alarm*, edited by a Cherokee Indian. Next, he and a tramp printer named Lombard carried a hand press to the little mining town of Philipsburg, Montana, and set up a print shop in a miner's shack. All went well until the partner lost his share of the business at the faro table.

Following the mining town episode, young McCoy spent the next few years on jobs in Montana, Southern California, San Francisco, and in the Pacific Northwest. He was foreman of the ad room of the *Portland Evening Telegram* when the first battery of linotypes to be shipped west of the Mississippi arrived, and he obtained permission to spend two days a week at the machines at a time when other comps looked askance at the new "Frankensteins."

Arriving in New York City in 1900, he found a job the first night subbing at the *Morning Telegraph*, then a steady job at Henry Rogowski's which was then printing the newspaper. At Rogowski's

he became acquainted with John Delaney, manufacturing director of the printing company and many years later chairman of the Board of Transportation of New York City. Delaney and McCoy started their own business.

Delaney was running a paper called the *Unionist*. He offered to sell an interest to his partner, but McCoy was willing to come into the venture only if he could make it a real trade paper. Delaney consented and the result was *Printing Trade News*, which he published for about ten years.

His editorials had urged the formation of one strong association of employing printers, and when he sold his paper in 1915, the late William Green and other prominent printers persuaded him to help them consolidate the several local associations into one, the NYEPA, with which Mr. McCoy was connected for thirty years.

HONOR WILLIAM PATRICK

William Patrick, the head of William Patrick, Incorporated, typographer of Newark, New Jersey, was guest of honor at a dinner given by the New Jersey Typesetters Association on November 18. The occasion was his decision to retire from business activities.

A. E. Giegengack, Public Printer of the United States, eulogized Mr. Patrick, and presented to him a gift as a token of esteem from the association. Oscar Hoffman, president of the International Typographic Association, traveled from St. Louis to pay tribute.

Others who participated in the program included Frank M. Sherman, executive secretary of the International Association; Frederick H. Lutz, International vice-president; John Shields, treasurer, and local leaders.

ORGANIZE CRAFTSMEN CLUB

The Oklahoma City Club of Printing House Craftsmen became an organized unit of the International Association at a meeting November 12, at which time the charter was presented by Charles B. Weimer of San Antonio, Texas, who is representative of the International in the ninth district. At a previous meeting Walter Schultz, a past international president, was guest speaker, telling the prospective charter members of the advantages of such a club.

Representatives of the clubs in Fort Worth, Dallas, Tulsa, and San Antonio were in attendance at the several organizational meetings of the unit. The Printing Industry of Oklahoma City did some of the promotional work preceding the formation of the new club.

ANNOUNCE EARNINGS

Net earnings of \$191,654.82 have been announced by Intertype Corporation for the quarter ended September 30, and for the nine months' period, \$574,582.78. This compares with net earnings for the corresponding periods of the previous year of \$55,736.48, and \$223,120.70 respectively. In the report, the statement appears that earnings are in part estimated and are subject to adjustment at the end of the fiscal year.

MAKE PLANS FOR PRINTING EDUCATION WEEK CELEBRATION TO BE HELD JANUARY 11 TO 17

● EXTENSIVE plans are now being made throughout the United States for the observance of Printing Education Week set for January 11 to 17, inclusive. The promotion work is being done by National Graphic Arts Education Association which originated the idea twenty years ago; by the International Association of Printing House Craftsmen, and also by the Printing Industry of America.

In most of the printing centers, January 17, which marks the anniversary of the birth of Benjamin Franklin, will be the day of banquets held to pay tribute to him as the most famous and useful printer of all time.

During the week of celebration, many printing and allied establishments will hold open house and invite customers and others to come to view the modern operational methods.

The show windows of banks and retail stores will be utilized for the display of specimens of printing processes, and in some places actual working exhibits will be added attractions.

Edward Stoehr, the chairman of the Printing Week Committee in Newark, New Jersey, in the early part of November started to enlist local merchants and others in the plan of visualizing the printing industry. One request he made of printers was that they should furnish to him photographs of their operations for possible display in store windows.

In its promotional literature, the National Graphic Arts Education Association suggested twelve major activities in

each community where the printers and others manifest interest. Several of the suggestions follow:

"Impress youth with the importance of the printing profession as a huge and interesting business, paying excellent wages, in the comfortable plants, with steady work, short work week, and the opportunity for continuous education through printing contacts.

"Persuade the mayors, governors, radio chains, broadcasters, churches, and all other groups to proclaim and stress the benefits of Printing Education Week.

"Induce advertisers and publishers to slant advertisements and print Franklin quotations during December and January to revere the Franklin anniversary.

"Have local Craftsmen, advertising clubs, service clubs, Rotary, Kiwanis, Lions, Boy Scouts, museums, libraries, and student groups arrange exhibits, pageants, special speakers, and meetings stressing the Franklin quotations and printing education in general.

"Ask all printers to use poster stamps or seals symbolic of Printing Education Week on all correspondence, invoices, blotters, in December and January."

The importance of printing has been emphasized in one statement which appears in the promotional literature as follows:

"It is necessary to teach our citizens, through the medium of printing education, their own language, so that they can think accurately and communicate intelligently, by means of free speech, free press, and free assembly."

WARNS ELECTROTYPERS AGAINST HIGH PRICES

● SAM R. MCELREATH, re-elected president of the International Association of Electrotypers and Stereotypers, at the recent fiftieth anniversary convention held in New Orleans, warned his fellow electrotypers of the possibility that they might price themselves "out of the picture." He had been reading his annual report and concluded it with the following remarks:

"Now I want to drop a word on the subject which has always been 'taboo' in these sessions. It is about pricing our work. I think extreme caution should be used lest we price ourselves out of the picture. I am not unmindful of the high cost and great increases in labor and materials and am simply trying to point out that perhaps by the adoption of better methods and machinery, we may be able to absorb some of the high cost without killing the goose that laid the golden egg."

Concerning the Taft-Hartley Act and other legislation, he said: "The labor situation, in my opinion, has changed very little as a result of new state and national laws. So far as I can see, our relations with the union will be approximately what they have been over a period of years, perhaps neither better nor worse."

Frank R. Adams, first vice-president of the International Stereotypers and Electrotypers Union, in his address referred to the Taft-Hartley Act as having placed "more severe restrictions on organized labor than have been placed on any other branch of society." His concluding remark was that the industry had "grown and prospered as a closed-shop industry and so all of us should think carefully before attempting to make any drastic changes in our labor policy."

Attorney J. Norman Goddess, Chicago, in his address on the new labor law, said that both employers and employees have new problems as a result of the legislation which they cannot ignore. He indicated that the principal problem was not concerning the closed shop, as such, but with the rights given to third parties to file charges against both employers and unions, based on many types of unfair labor practices. He recommended that a study be made of contracts so that the wording of all future contracts should refer to "employees" instead of "members." He also urged that the apprenticeship clauses be reviewed to establish some well-defined objective standard of uniform selection of apprentices.

ANNOUNCE DIRECT MAIL AWARDS

Harry A. Porter, vice-president of the Harris-Seybold Company, who served as general chairman of the committee on arrangements, has been credited with much of the success of the Direct Mail Advertising Association convention and exhibit held in Cleveland this fall. Mr. Porter has been elected a director of the association.

At the convention a number of the awards were voted to the direct mail advertisers in the graphic arts.

Wetzel Brothers, Milwaukee, was selected for the 1947 "Best of Industry" award in creative printing and lithography. West Virginia Pulp and Paper Company received a merit award in the paper manufacturers division which was presented to C. P. Elston, advertising manager, because of his production of "Inspirations," the company's house magazine sent to 25,000 printers, publishers, and advertising agencies.

W. D. Molitor, Edward Stern & Company, Philadelphia, was chairman of the committee having charge of the 1947 survey in which 200 advertisers supplied information concerning how to organize and conduct a direct mail campaign that would click. The survey showed how a campaign should be conducted in which salesmen were to do the selling job. On the other hand, campaigns in which direct sales were to be made were analyzed and explained in the second part of the survey.

In the campaign in which salesmen do the work, 71 per cent of the advertising managers voted in favor of using first class postage, while in the other campaign, first class postage was favored by only 50 per cent of the advertising managers who furnished the data.

R. E. Woodruff, president of the Erie Railroad Company, in his address before the convention, urged that advertisers devote some of their appropriations to the explanation of economic conditions in the United States.

Much of the time of the convention was spent in studying case histories of successful campaigns conducted during the preceding twelve months.

Officers elected are: president, Charles B. Konselman, New York; first vice-president, Dale Y. Ecton, Kansas City; the vice-president for Canada, Harry E. Foster, Toronto; vice-president for Pacific Coast, Randolph R. Clement, San Francisco; secretary-treasurer, A. M. Sullivan, New York.

FRANKLIN C. HOLLISTER

Franklin C. Hollister, formerly a member of Hollister Brothers, printers, died in Chicago on November 22.

He was born in Omro, Wisconsin, on November 21, 1864, became a printing apprentice in Oshkosh in 1879, came to Chicago, was employed by Rand-McNally and Company, and became foreman of the composing room. In 1886, he and his brother, the late William C. Hollister, organized the firm of Hollister Brothers which at the turn of the century had become noted for its fine typography and printing. In 1900, this company was merged with the J. Manz



FRANKLIN C. HOLLISTER

Engraving Company, which now is operating as the Manz Corporation.

Mr. Hollister of late years had been interested in a specialty publishing line. He was active in various organizations, among them the Apollo Choral Club. He also was a member of the Old Time Printers Association of Chicago.

BUYS SEATTLE BUSINESS

James Martine, for twelve years with National Lithograph Company, Seattle, has purchased the Webb Printing and Lithograph Company, Seattle, and has changed its name to Security Printing and Lithograph Company.

ANSWERS

It's a Quiz

Here are the answers to the quiz on page 64. How well did you remember the information which you have read from time to time in previous issues of this magazine or have seen elsewhere?

1. c or yellow.
2. False. The range is from 11 by 17 to 50 by 74 on larger machines.
3. J and U.
4. Beton 1931, Futura 1927, Goudy 1916, Kennerley 1911.
5. a or paper, more with thin and supers; c or ink, more with oil inks than with steam-set; e or impression, pressure causes static, hence more on heavy forms; g or humidity, high humidity presents static.
6. True. No, there are not six picas in an inch.
7. The densensitizing of metals by certain chemicals.
8. f or 200 line.

By R. Randolph Karch

SYRACUSE TRAINS VETS

Syracuse offers the only equipped training program between Buffalo and New York City. It's run by the Hurlbut W. Smith Technical and Industrial High School at its Frazer School annex. Veterans being trained in the year's course will come out as qualified apprentice pressmen or photoengravers.

Students learn hand and machine composition, proofreading, type faces, and operation of presses. The mathematics of ems and picas, and English as related to the trade, are also taught. Harold L. Rear is instructor.

The school, which opened in February, 1946, was set up to train World War II veterans for jobs in basic trades and technical occupations.

NAMED DISTRIBUTOR

Payne and Craig Corporation has been named exclusive national sales distributor by the Craig Corporation to handle Craig Dri-Spray, a new non-offset spray produced after ten years of experimentation for use in pressrooms. O. K. Eden, for twelve years the office manager of New York Employing Printers Association, has been appointed by the Payne and Craig Corporation as sales promotion manager, and Herbert Kaufman has been retained as the consultant for advertising and public relations.

Roberts & Porter, Incorporated, will distribute the new spray, and also have announced their appointment as distributor of DuPont photolith film.

B. P. NILLES PROMOTED

B. P. Nilles, for twenty years connected with Rapid Roller Company, Chicago, has been appointed the vice-president of the company, so David M. Rapport, president, has announced. Mr. Nilles will take over certain administrative responsibilities which have developed because of the expansion of the company's operations.

Prior to his having become connected with the roller firm twenty years ago, Mr. Nilles was a public accountant. He started as a bookkeeper, became office manager, and then advanced to the sales department of which he has been sales manager for a number of years.

ARMY NEEDS MEN

The National Association of Magazine Publishers has issued a statement concerning the request of the United States Army and Air Force to publicize the "continuing problem of recruiting." Thirty thousand men a month are still needed—21,000 for the Army and 9,000 for the Air Force—to serve in worldwide assignments. A comment in the statement follows: "Since not more than three out of every five potential recruits can measure up to the new high standards for Army and Air Force service, the actual monthly requirement is 50,000 applicants for enlistment."

Further information concerning opportunities may be obtained from the Military Personnel Procurement Service, Room 5D 675, Pentagon Building, Washington 25, D. C.

THE INLAND PRINTER for December, 1947

MAKE MONEY!
SAVE MONEY!



★ Here are printers' helps...
available to you at no cost

1 Hammermill Paper Company's Form Designing Kit is a valuable aid to those who design office and business forms. It includes a thorough form check list and an abundant supply of ruled paper on which to make accurate "working" layouts.

2 A wide range of colors available in gummed papers is demonstrated in a handy die-cut sample folder prepared by the Paper Manufacturers Company.

3 A new and revised edition of a booklet titled "Pressroom Pointers" will be mailed free to those who are interested by the Cromwell Paper Company.

4 Having ink troubles in your offset pressroom? Then you'll want the comprehensive chart of difficulties encountered, possible causes, and suggested remedies which has been prepared to help offset pressmen by J. H. & G. B. Siebold, Incorporated, inkmakers.

5 "Skylift" is an electric truck which drives and operates like a car, and lifts, tiers, and moves loads of up to 4,000 pounds. Specifications are included in a colorful advertising piece prepared by the manufacturer—the Automatic Transportation Company.

6 A colorful demonstration of rainbow (split-fountain) printing appears in a leaflet distributed by the Printing Machinery Company which manufactures PMC Flinker Fountain Dividers used to accomplish this unusual effect in printed pieces.

7 The Printing Machinery Company demonstrates its Warnock Hook system for mounting curved plates on rotary presses in an advertising piece pointing out the merits of the product.

8 Greater label profits through faster die-cutting is the theme of a printed piece presenting a machine which die-cuts 300,000 labels per hour. The Printing Machinery Company is the manufacturer.

9 The Rouse Vertical Mitering Machine is pictured, together with examples of work done on it, in a colorful promotion piece which is distributed by the H. B. Rouse & Company.

10 If you're going to make your own composing room layout you'll find invaluable a kit prepared for the purpose by American Type Founders Sales Corporation, which includes such essential items as miniature templates of the composing room equipment, layout sheets, and even a six-inch rule and five-foot measuring tape.

11 As its name implies, the American Type Founders Handy Index of American Types is a convenient-sized booklet which is truly "handy." Type specimens are arranged alphabetically. Faint vertical rules, spaced a pica apart, assist in determining character count.

12 An elaborate portfolio containing publication inserts printed on Champion Paper Company's "Kromekote" (an unusually high-finished stock) has been prepared for those interested in fine letterpress or offset printing.

13 Two or more holes drilled through two inches of paper in two seconds is the claim made for the Lawson Multiple Head Round Hole Drilling Machine by its maker—the E. P. Lawson Company. Drills range in diameter from $\frac{1}{8}$ to $\frac{1}{2}$ inch.

14 Whiting-Plover Paper Company presents a sampling of its new Permanized Fine Weave Paper in a new colorful advertising piece which includes specimens that are produced by both letterpress and offset lithography.

15 The Miller Printing Machinery Company pictures and describes construction details and operating advantages of, and lists specifications of the modern Miller Simplex Automatic Press in an advertising piece now available for distribution.

16 Hydraulic presses for matrix molding and making rubber or plastic plates are cataloged in a bulletin issued by the Lake Erie Engineering Corporation.

17 Vandercook & Sons, makers of a wide range of proof presses for the printing industry, will soon have available descriptive literature on the new Vandercook Offset Proof Press.

18 Ten reasons why you'll prefer Paisley No-Offset Spray are included in a folder advertising one of the variety of products manufactured by Paisley Products Incorporated.

19 In a series of handsome lithographed pieces, the Harris-Seybold Company presents features and specifications of its line of 36-, 40-, and 60-inch paper cutters.

20 "Unisorb" is the trade name of a material developed by Felters Company for simplifying the anchoring of machines on all types of floors, and for controlling the transmitted vibration and noise. A new booklet pictures varied installations and includes testimonials from users.

21 Features of the new Harris Model 122 and Model 128 offset presses have been interestingly presented in an attractively offset promotion piece distributed by the Harris-Seybold Company.

22 The American Type Founders Printers Catalog contains more than 160 pages of their printing equipment, complete with descriptions and prices, and in many instances illustrations.

THE INLAND PRINTER, 309 West Jackson Boulevard, Chicago 6, Illinois

Gentlemen: Please send me, without cost or obligation, the material described under the key numbers which I have circled below:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27
28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53

My name _____ Title or position _____

Company _____

Street _____ City _____ State _____

Number of presses: Platen _____ Under _____ Rotary _____ Offset _____

OUR COMPANY DOES: ☐ Commercial Ptg. ☐ Newspaper publishing—☐ Daily ☐ Wkly. ☐ Circ.

☐ Lithography ☐ Gravure ☐ Our own composition ☐ Trade composition ☐ Photoengraving

☐ Electro and stereo ☐ Engraving ☐ Bookbinding ☐ Stationery—Office supply

This offer expires June 15, 1948

FILL IT IN...
TEAR IT OUT...
MAIL IT TODAY

23 Special-use indexes are cataloged in a bulletin issued by the G. J. Aigner Company. All styles, sizes, materials, and colors available are included.

24 "Fastest, easiest-operating motorized hand truck ever developed" is how the Automatic Transportation Company has described its "Transporter." Efficiency and low operating cost are two of the features emphasized in a colorful folder advertising the Transporter.

25 If you're interested in the scientific designation and application of color, General Printing Ink Company has prepared a booklet explaining hue, value, and chroma in colors, and giving other important color data.

26 "Color in Electromagnetic Energy" is the subject of a Sun Chemical Corporation folder illustrating and describing the electromagnetic spectrum, and explaining the present-day commercial uses to which electromagnetic energy is put.

27 An illustrated folder distributed by Universal Jogger Company pictures and describes how the "Universal Jogger" way saves time and money over the old hand paper-jogging method.

28 A wide range of vibratory paper joggers is pictured in an advertising piece distributed by the Syntrol Company. One-way, two-way, and Syntrol's tilted models are described.

29 "Westvaco Inspirations for Printers," a periodical publication of the West Virginia Pulp and Paper Company, is profuse with colorful pictures reproduced from fine art collections and contemporary advertising art. It is distributed without charge to those interested.

30 "Twenty-four Ideas to Help You Sell More Printing" aptly titles a booklet describing Accurate Steel Rule Dies for die-cutting tags, labels, display cards, pop-up folders, and numerous other printed pieces.

31 Eight different ways to score, fold, and punch covers for binding loose-leaf sheets are diagrammed in a folder offered free by the Hammermill Paper Company.

32 John McAdams & Sons, Incorporated, have catalogs on pen ruling and disc ruling machines. All models, feeders, and attachments are described.

33 The Eastman Kodak Company manufactures a wide variety of photographic materials used in the letterpress, offset, and gravure printing fields. In a bulletin titled "Kodak Photographic Materials for the Graphic Arts" these products are cataloged and described.

34 Troubled with static electricity in your letterpress or offset pressroom? Walton Laboratories have prepared a booklet picturing and describing how Walton humidification equipment will solve this serious pressroom problem.

35 Planning a new letterhead? The Rising Paper Company has available for distribution specimen letterhead portfolios of Rising Bond and Writing Papers.

36 "Humidicut" is the trade name of a unit system of air conditioning which de-humidifies, humidifies, cools, heats, ventilates, and/or filters in any desired combination. It is a product of the Bahnsen Company which describes its uses and features in Bulletin 330.

37 In a colorful booklet the Printing Machinery Division of Electric Boat Company, a newcomer to the graphic arts industry, presents its new Willard Offset Press. Its features are illustrated and explained; detailed specifications of the press are included.

38 Baum Automatic Folders, which are saving and making money for other printers, could be earning a profit for you, too, according to literature which the manufacturer will gladly furnish upon request.

39 "Stet" is a house magazine for house magazine editors, published monthly by the Champion Paper Company. With words and pictures it deals with problems which concern those responsible for today's employee- and public-relations publications.

40 House Magazine Layout and House Magazine Copy are two comprehensive booklets on the subjects, prepared by the Champion Paper Company, which can be of real value to those whose job is the creation and the production of this type of publication.

41 Hammermill Paper Company's Paper Weight Calculator is a handy device for those who buy, sell, or handle paper stock. With a bit of simple manipulation, it quickly calculates the weight of 500 sheets of bond, book, cover, and bristol stock.

42 J. H. & G. B. Siebold's Sensitized Safety Ink, for the printing of checks and other financial documents, is demonstrated in a booklet showing the range of colors available in this special ink.

43 A pictorial demonstration of the operation and possibilities of Rouse Band Saws is included in an advertising folder prepared by the manufacturer—H. B. Rouse & Company.

44 Old Colony Newspaper is a leaflet, mailed free monthly by the Old Colony Envelope Company, containing a roundup of envelope news and information of interest and value to printers.

45 "Platab" is a new liquid plastic cold padding glue for printers and binders. Paisley Products Incorporated elaborates on the features of Platab in a folder advertising this one of the company's numerous products.

46 To help you plan distinctive letterheads you'll want Hammermill Paper Company's booklet "The Proper Planning and Design of Your Next Letterhead" which is packed with a great deal of vital information on the subject.

47 If you have a label-addressing problem you will be interested in two new promotion pieces—one on the Millsap List Press for printing a mailing list on a continuous strip of paper; the other picturing in use the Wing Mailer which makes use of a printed continuous strip of paper in addressing labels for newspapers, magazines, et cetera.

48 "Take Them All and Make 'em Pay" (meaning numbering jobs) is the title of a folder illustrating and describing the wide variety of printing press numbering machines which are manufactured by Wm. A. Force & Company.

49 Like quiz contests? Kimberly-Clark Corporation has published an interesting booklet which tests your knowledge of paper and printing terms. See if you rate as an expert.

50 Samples of and information concerning Cercla, Cerlox, and Nu-Plast Mechanical Bindings are available from the world's largest producers of mechanical bindings—the General Binding Corporation.

51 Interested in an electronic system of all-electric adjustable-speed drive for A.C. circuits? An advertising piece prepared by the Reliance Electric & Engineering Company illustrates the possibilities and advantages of this system.

52 To meet the need for a machine-speed-indicating instrument that is simple, sturdy, and accurate enough, and yet low enough in cost, the Reliance Electric & Engineering Company has developed an electric speed indicator which is completely described and illustrated in Bulletin 406.

53 Considering the installation of new electric motors? Reliance Electric & Engineering Company presents the outstanding features of their Series "C" Induction Motors in Bulletin C-118.

AFFIX
STAMP
HERE

THE INLAND PRINTER
309 West Jackson Boulevard
Chicago 6, Illinois

Universal Paper Troubles

● ONE OF THE hardest things about writing upon the subject of offset lithography is to make the subject matter applicable to the whole field. Just as the letterpress field covers every class of printer from the man who operates a single platen press to the large publishing companies with their multi-color high-speed web-fed presses, so offset lithography includes everything from office machines to the large sheet- and web-fed multicolor presses used in label and publication work.

As long as a writer sticks to a few simple principles in either field, what he has to say may be of interest to all who are engaged in that particular method of reproduction. Thus rollers, pressures, quality of electros, and printing characteristics of paper are of interest to all letterpressmen, but even these take on added significance as press sizes and speeds increase. The same is generally true in lithography. An improperly made plate will go blind or scum just as fast on a Davidson or Multilith press as it will upon a larger one. The same conditions which will cause a slur or "tear drop" shaped dots on a small press will cause them on a large one. Since all offset presses are rotary and hence relatively high speed, considerable information is applicable to the entire field. In most instances the big differences come in the kind of work that is being produced, the length of run, and the quality demanded.

Information Available

Perhaps the greatest exception to this is paper. When press sizes increase and multi-color jobs are run, especially when the paper must go through the press more than once, paper problems multiply. Much has been written on this subject in the trade press, and the Lithographic Technical Foundation has several works which have been published.

And there are also several research bulletins published by the National Bureau of Standards concerning the behavior of offset papers. This work at the Bureau was sponsored by the Foundation and has real practicable value. In spite of all the information available, it seems that only a few lithographers are taking advantage of it.

Causes of Trouble

Paper troubles on small presses and on simple black and white work on larger presses can be extremely bothersome, but the requirements for stock which is to be used on these jobs need not be nearly as stringent as those for stock which is to be used in multi-color work on large presses. If the papermaker intended the stock for use on an offset press, the troubles with it on small equipment are generally due to the paper having been exposed to or run at atmospheric conditions radically different from those which the papermaker could normally expect. The result is poor feeding, poor jogging, or wrinkling of the stock as it goes through the press. Sometimes it even results in an excessive offsetting (or set-off) in the printed stack.

Mr. Robert F. Reed has accurately shown in Foundation publications how the exposure to an atmosphere which contains more moisture than the paper causes the edges of a stack of paper to take on moisture and expand. The result is what is known as paper with wavy edges. Conversely he pictures how paper which has been exposed to a drier atmosphere loses moisture and tight edges result. In addition to poor feeding, either one of these conditions can cause wrinkling which on full forms may prevent the stock being used until steps have been taken to make the edges of the paper have the same moisture content as the center.

For the type of work described above, hanging the paper in the pressroom until it flattens out, constantly airing it, or else running it through the press with a blank plate with only water on it (in the case of wavy edges) and the blanket packing partially cut away to eliminate wrinkling, will make the paper usable. At times the edges are so extremely bad that it is impossible to make the paper feed at all.

The newer presses with stream-feed will easily handle paper which the older models could not take at all. Pressmen whose experience has been limited to the old type feeders cannot imagine how these new ones can handle five to six thousand sheets of badly curled stock an hour. Thus if the paper does not wrinkle, or the wrinkle can be eliminated by adjusting the guides and the grippers or cutting packing on the blanket cylinder, our modern equipment can eliminate much of the paper trouble of the past. Even the troubles caused by static arising from the use of paper whose moisture content was too low can be eliminated with electronic devices.

Keeping Register Accurate

Hence when no register problem is involved recent innovations in equipment can do much to reduce paper problems, and even with the older equipment, hanging the paper in the pressroom will usually suffice. However, if the room is subject to rapid violent changes in atmospheric conditions or if the paper has a mechanical curl caused by strains which were set into the paper during manufacture, hanging may be of little or no benefit. It may even aggravate the situation.

The big paper problem arises when close accurate register must be maintained on the large sheets which must pass through the press several times. Even though most of the facts concerning the behavior

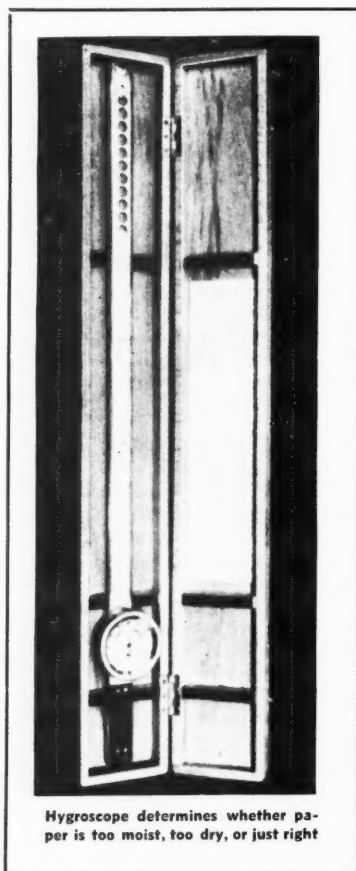
of paper under such conditions have been known for almost ten years, the trade in general has paid little attention to them. Perhaps one of the simplest and most easily understood principles of registering offset plates is to have the grain of the paper paralleling the axis of impression cylinder. On most presses that would be the "grain-long" sheet. The reason for this is that the majority of the paper fibers tend to line up in such a manner that their long dimension follows the direction in which the web is traveling at the time the paper is being formed in the paper-making machine. It is because of this that paper has a grain.

Watch Grain of Paper

As paper picks up or loses moisture these fibers will become fatter or thinner, but not proportionally longer. Hence the greatest stretching or shrinking will be across the grain rather than with the grain. There is some evidence that under some conditions the sheet becomes slightly shorter as it becomes wider (due to fattening of the fibers) or is slightly longer as it shrinks against the grain.

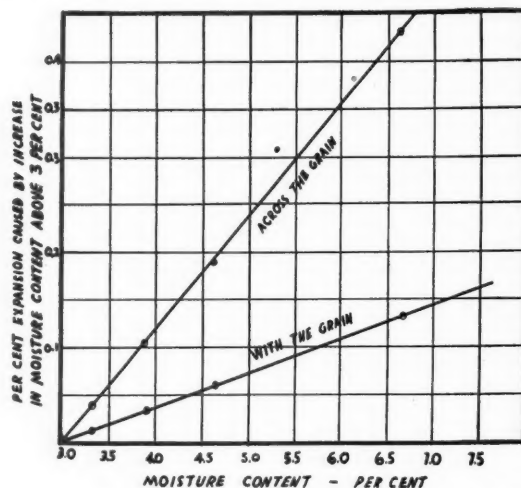
Since it is possible to make a plate print "long" or "short" (here the nomenclature is "cock-eyed" since this means that the impression around the cylinder only may be lengthened or shortened) by removing packing from under the plate and placing it under the blanket, or vice versa, a pressman can compensate for relatively large changes in the around-the-cylinder dimension of the paper. (Note: Plate life may be shortened greatly when this under- and over-packing is carried to the extreme, because there is a constant slipping between the plate and the blanket, but it is the only means which the offset pressman has of making a job fit.)

Even though most of the lithographers have long known that the grain of the paper should parallel the axis of the cylinder, the production men, estimators, and layout men will still consider folding only when planning a job, and order a short grain sheet to be run in an unconditioned plant four colors two sides, and then when the job is out of register blame everyone in the plant but themselves. Frequently the changing of a job from a small to a larger press is responsible



Hygroscope determines whether paper is too moist, too dry, or just right

for permitting the grain to run the wrong way. For example, changing a four-up 8½ by 11 job from a 17 by 22-inch press to a 22 by 34-inch one with eight-up, or perhaps running an eight-page folder two-up instead of one-up, will require that the grain direction of the finished job be reversed to insure that the accurate register is maintained.



Paper expansion across and with the grain as moisture content varies

Although it was stated in a previous paragraph that merely hanging paper in a pressroom was often all that was necessary to make it run properly, this will not insure that good register will result. Few lithographers seem to be aware of the strange manner in which paper behaves. When stock is out of balance with room conditions, either temperature or relative humidity, it attempts to get in balance. In trying to get in balance is where the peculiar phenomenon occurs. There is for every type of paper a definite moisture content at which that paper is stable when exposed to an atmosphere of particular temperature and relative humidity. This moisture content is very seldom the same for any two papers under identical conditions. Since it is the paper fibers which pick up most of the moisture, a sheet which contains large amounts of filler will have a lower moisture content than a sheet with but little filler.

No Definite Standards

The degree of sizing, calendering, coating thickness, and other treatments given the stock during manufacture likewise alter this point of stability. Therefore any attempt to state definitely that paper to run properly at a certain temperature and relative humidity should have a certain moisture content is pure folly. Even if a plant only uses one kind of stock for all jobs it is doubtful whether the specification of a particular moisture content would be completely satisfactory, since lots of paper from the same mill are likely to vary enough in composition to make this figure worthless. What is desired is that the stock be in harmony with the condition of the pressroom in which the paper is to be run.

The instrument used in determining whether the paper is too moist, too dry, or just right for running is commonly known as a "sword" or "dagger," but its more formal and correct name is "paper hygroscope." The blade-like portion of the instrument is inserted in the load, a thousand or more sheets from the top, and the relative humidity of the paper read on a dial chart. Actually "relative humidity" is not a correct term when used in this sense, but it means that the paper will tend to gain or lose moisture or will remain stable when the paper

is exposed to an atmosphere of the relative humidity which is shown on the hygrometer's dial.

There are two different types of these instruments on the market, but they differ only in the way the readings are indicated. One of them is marketed by an independent instrument manufacturer while the other was developed by the Lithographic Technical Foundation upon the basis of the work at the Bureau of Standards. The first of these supposedly reads directly in terms of the relative humidity of the paper, however, unless later models (with which I have had no experience) have been changed it is easy to become confused with its readings. Like all direct reading hygrometers its accuracy is questionable unless it is constantly checked against a wet-and-dry-bulb hygrometer. This entails considerable work in continually keeping the instrument in adjustment.

The patent adjustable dial on the Foundation's instrument compensates for this difficulty, but it does not make any reference to the actual humidity reading. The dial is adjusted to the room condition and the reading will show the stock to be either wetter or drier than the room. The accompanying chart is also apt to mislead one. Based on the average moisture content of a number of papers suitable for offset, it states the percentage of moisture of the paper at various dial readings. Under extreme conditions it is possible to have dial readings which will indicate that actually there is no moisture at all present in the paper.

!Doesn't Tell Full Story

If it should become necessary to know the relative humidity in which the paper is in condition, with the Foundation's instrument it is necessary to set the dial at room conditions, determine with a wet-and-dry-bulb hygrometer what those conditions are, and then, using the chart, determine the condition of the paper. Because the chart can hardly be relied on, the result is questionable. (When discussing this with Mr. Reed, the designer of the instrument, just prior to writing this, I find that he too recognizes this deficiency, and is planning to alter that part of it.) However, it is a useful tool which may be used even in unconditioned plants for checking paper, but no hygroscope can tell the full story. The history of the paper must be known in order to predict its performance.

(To be concluded in our next issue)

OFFSET QUESTION AND ANSWER DEPARTMENT

Send in your queries on any phase of lithography for answer in this department by Charles F. King

MODERN METHODS

Several years ago I operated offset presses and I am now arranging to operate again. I want to know the latest procedures for handling plates on the press and preparing for storage, materials used, and so on. Please advise us whose methods would be most up-to-date and what dependable reading matter is available.

By the phrase "several years ago," I presume that you mean in the five or ten years just preceding the last war. It was during that period that deep-etch plates were introduced and popularized, and the methods of preparing albumin plates became more or less standardized, pH control of fountain solutions became an accepted means of describing activity of fountain water, branded packaged chemical mixtures and solutions supplanted the homemade concoctions in most of the smaller and many of the larger shops, and the instructions published by the Lithographic Foundation had been found to be at least a starting point in a new standardization of shop procedure.

If your experience was prior to this period you have much to catch up on in order to become familiar with present-day practices. If you were in the trade as late as 1940, the task will not be very great. Since that time very few significant changes in methods of handling the plates on the press have taken place. Several substitutes for gum arabic have been placed upon the market, including the Foundation's cellulose gum, and slightly different techniques are recommended when these materials are used. In spite of all the claims and publicity which have accompanied the introduction of these new materials, gum arabic still seems to be the most popular material for use in fountain solutions and for the gumming-in and gumming-out of plates.

Bi- and tri-metal plates which were known before the war are at present just being introduced to the trade. These may require some special handling on the press and the manufacturers' information will have to be relied on when they are

used. It is hardly likely they will become popular for use on general commercial work, since they are primarily designed for long runs, and their cost can be expected to be higher than the usual zinc or aluminum. Their sturdiness in long runs, of course, offsets the higher initial cost.

Actually it is not a question of "whose methods are the most up-to-date," but what principles and procedures are fundamentally correct. The most complete description of these can be found in the literature published by the Foundation. It is then up to you to pick the suppliers whose materials best fit your needs. Principles do not change, but new materials are continually being put on the market. Since you live so close to Chicago, you might find it well worth your while to pay a visit to the Foundation's research laboratories. There you will be able to look over all of the publications which they have available. They will be glad to help you in making your selection of the ones which you need.

BLINDNESS IN CORNERS

Recently I have had several surface plates which went blind after a few hundred sheets had been run. The peculiar thing about these plates was that the work near the center of the plate gave me no trouble at all, and I guess it would have been all right for a thousand or more sheets. The work near the corners of the plate went blind first, and I could bring it back by rubbing up the plate but it would only hold for a few sheets. What could be the cause of this annoying trouble? Would you give me your opinion?

Although it is seldom possible to be absolutely sure that one's analysis of a problem is correct when based on only a written description of what took place, this one seems to fall into a very definite class. It appears that only the coating at the center of the plate was of the correct thickness for the exposure it received. In other discussions during recent months I have pointed out that where the coating is heavier, and not compensated for by increased exposure, blindness is

likely to occur. Also the tendency of whirlers to lay a heavier film of coating along the edges and in the corners has been considered. There is also the possibility that the arcs were too close to the vacuum frame to permit a uniform distribution of light. Some authorities have made a point of the fact that no matter how far back a lamp is set, if it is in line with the center of the plate, the corners will receive less light than the center; and at distances commonly employed in shop practice, this has an appreciable effect on the exposure which the corners will receive, since the light intensity decreases as the square of the distance from the source.

Although the placing of the arc may be the cause in this instance, I personally feel that it is a matter of too heavy coating. Most operators are very careful about the setting of the arc lamp distances, and it is unlikely that this distance could have been varied enough to cause the trouble without the operator noticing it. See if a lighter coating doesn't work out better.

FINE SCREEN FOR OFFSET

My question brought about quite an argument in our plant the other day. What is the finest screen that can be run on offset? While in the service with O.S.S. Reproduction Branch I believe I recall seeing a 200-line screen. If I remember correctly it was a magenta screen. Can you give me any information on this subject and help settle this argument?

If someone was arguing that it is impossible to reproduce 200-line screen work by offset lithography, I am afraid that they have been misinformed some place along the line. Although it is not common, there is work regularly being run with as high as 400-line screens, and 200- and even 300-line are not uncommon in some classes of fine color work. It is not usual to use a screen finer than 200-line for black and white work. Although the fine screens bring out the detail much better, the coarser the screen the greater the "snap" or contrast. Even a 200-line black and white illustration is very flat.

All of the fine-screen work that I have seen in commercial shops has

been produced by the *ruled* screen. Whether or not you saw a 200-line magenta contact screen, I am not in a position to say. Since detail was often more important than the contrast in that kind of work, there may have been some of these fine screens produced for that purpose, but I do not believe that Eastman Kodak has placed any on the civilian market.

PLANOGRAPHIC PRICE LIST

We need a time schedule for various offset operations or a price list to cover our planographic work. If you have any book or chart on hand that will help, please accept this as a definite order. We have not been able to find any information whatsoever to help us on the estimating or pricing of planographic work.

There is a Lithographic Technical Foundation textbook which covers estimating for offset lithography, and also there was a work prepared several years ago by the National Association of Photo-Lithographers which gives time schedules for the various operations required for preparing planographic work.

Solving the packing problem

By Joseph Kovec

The hard and soft packing problem is just another one of those personal opinions of pressmen. We like to hear about them and dig back into past experiences and find that it is possible to dish out some real facts along with some good advice.

I have had about fifty years of presswork experience and I think I am qualified to tell you of some of those peculiar things that we pressmen have put to work in order to get results; or shall I say the "Okay" to go ahead and run it off, just-like-that!

Most pressmen will agree that a hard packing gets the best results on a high-class job to be printed on first-class book and enamel stocks. A lot of them continue to use this same type of packing for every job they have to handle, and then their trouble begins: plates slipping, packing slipping, makeready creeping towards the grippers, underlays become loose and all crumpled. Just why does this have to happen? All that was done was to get the job to print. He had to compensate for what was not there; or, did he?

It gives me great pleasure to get at the basic principles of the art of makeready and its various problems. One of our problems on those large heavy



None of that "Sock" on heavy impression

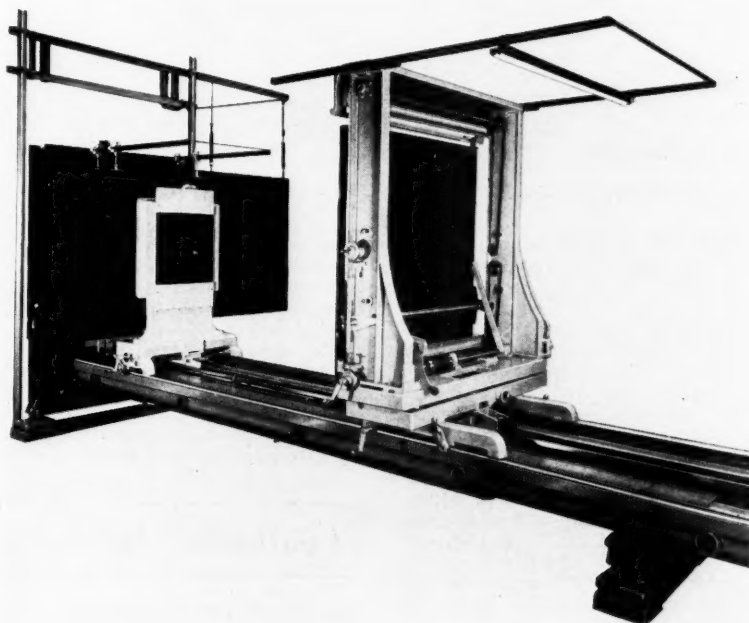
forms is too much packing and too hard a packing. A few soft sheets of print would not do a bit of harm, or maybe a regular blanket that we read so much about. They are recommended and are advertised in this publication. I have used all soft packing with this patented blanket next to the permanent packing, and all the makeready that was required was a few spots on the underlay between the base and eleven-point plates. Stock was hard finish offset stock. Plates were those large reverse plates filling up the whole bed of press sheet, size: $34\frac{1}{2}$ by $64\frac{1}{2}$. We used about twenty pounds of ink to one thousand impressions. Underlaid plates ten-thousandths above type high. No slipping in the packing. Hooks stay put. Plates holding up, nothing screwy anywhere, run 250,000 impressions without any of the above-mentioned problems. Just keep on shoving more ink into the fountain and loading the feeder.

By the way, none of that lousy sock on heavy impression, either. You can stop the press on the impression and turn it over with the hands, no fooling, just like a light form. So much for soft packing and patented blanket; and remember this, I like a hard packing for a real job of fine printing on high-grade enamel paper or good book paper, and other miscellaneous jobs too numerous to mention.

What's New? in Equipment and Supplies

AN ALL-METAL, darkroom-type color precision camera for use in larger size precision color process work in lithographic and photoengraving plants, has been announced by the American Type Founders, Incorporated. Features included in the new camera are positive micrometer resetting scale; the focusing tapes combined with ratio scaling system; monorail guide system for lens-board and copyboard carriages; double tubular all-welded truss frame; replaceable wearing surfaces; motor controls with the speed changes; a quick-acting plate-centering device; engineered and counter-balanced weight distribution; and complete darkroom operation, including diaphragm control, timing, and flashing. The camera is fully automatic in its operation, and may be set from a convenient illuminated control panel in the darkroom.

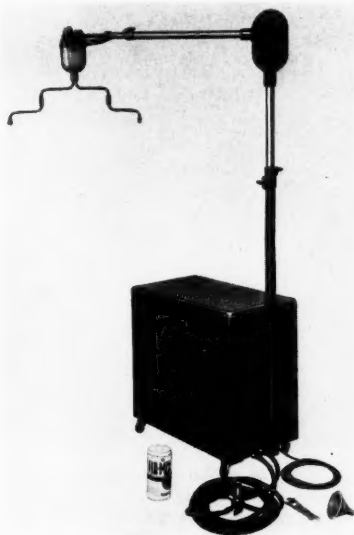
A NEW dry powder non-offset gun requiring a pressure of only 10 to 15 pounds, compared to a pressure of from 30 to 40 pounds required for wet spray equipment, has been announced by the American Type Founders Sales Corporation. The complete dry spray equipment consists of a portable compressor model with choice of five different electrical types; single or double press bracket, or floor bracket models, to fit any make of press; and ATF Flo-Mix dry



American Type Founder's new all-metal darkroom-type precision camera for large color work

powder spray. Field tests made of the equipment in representative plants in New York and Chicago during the past two years indicate that less dust flies in the air and that the powder is uniformly distributed on the sheets after they have been printed. Other benefits are claimed for the use of the dry powder process.

FURNALOY furniture, designed for use in making up and locking up type forms, has been announced by Edward G. Wyckoff, associated with Wissing's, sales agency for the product. Furnaloy is a trade name for a material said to be five times stronger than iron, and much lighter in weight, which makes the type forms more easily handled by compositors, stonemen, and pressmen. It is said to grip type uniformly, thus reducing work-ups on presses. It is not affected by inks, type wash, or other substances used for cleaning type, and its cost is said to be less than metal furniture now used. Severe and exacting tests were made of the material under all changes of atmospheric conditions and the furniture maintained its precision dimensions.



One model of ATF dry powder non-offset gun

SEVERAL sizes of type have been added to the Vogue family by Intertype Corporation, including 6-point Vogue Bold Dual alignment; 10-, 12-, and 14-point Vogue with Vogue Oblique; and 30- and 36-point Vogue Condensed. These new sizes are shown below.

ABCDEF GHIJKL abcdefghijklmnopqrstuvwxyz 12345
ABCDEF GHIJKL abcdefghijklmnopqrstuvwxyz 12345
6 Pt. Vogue Bold Dual Alignment

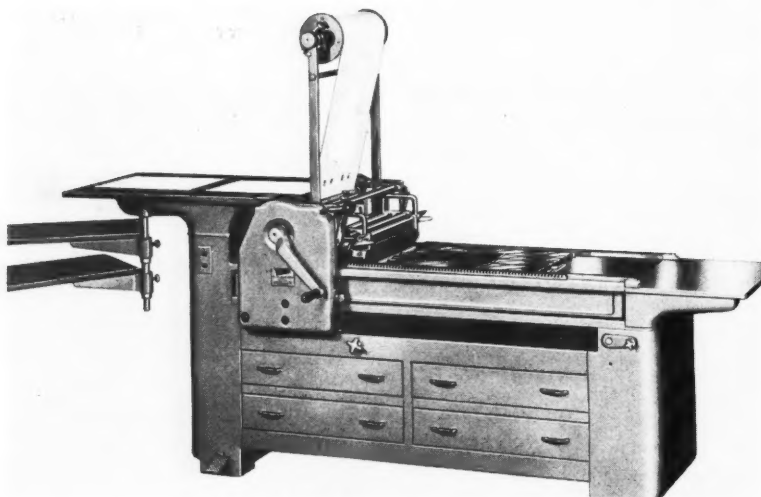
ABCDEF abcdefghijklmnopqrst 12345
ABCDEF abcdefghijklmnopqrst 12345
10 Pt. Vogue with Oblique

ABCDE abcdefghijklmno 12345
ABCDE abcdefghijklmno 12345
12 Pt. Vogue with Oblique

ABCD abcdefghijklm 12345
ABCD abcdefghijklm 12345
14 Pt. Vogue with Oblique

ABCD abcdefghij 123
30 Pt. Vogue Condensed

ABC abcdef 123
36 Pt. Vogue Condensed



New improved model of Vandercook proof press simplifies making color or black and white proofs

MODEL 219 is a new improved proof press announced by Vandercook and Sons, Incorporated. It is more rugged in construction than the former model of the same designation, and simplified for easier operation in making either black-and-white or color proofs. Features in the improved press include a single foot pedal which opens the grippers for feeding a sheet and also throws the cylinder on impression; a lever to lengthen or shorten the travel of the cylinder from 25½ inches to 20 inches; an improved method of feeding fresh ink and improved ink distribution; and a new method for maintaining perfect register by means of four ball-bearing rollers running against the rail on the underside of the bed. The press was introduced at the recent exhibition of the American Photo-Engraving Association at its convention at Buffalo.

A THERMOPLASTIC adhesive paper, given the trade of "Thermo-Cote," has been announced by the Nashua Gummed and Coated Paper Company. It is the result of several years of research in the laboratory and also in the routine operations of label users. The new product is activated by heat, then transferred to the pressure element, or applicator, which applies the label to the product. By this process, variables such as humidity, temperature, and consistency of water-soluble adhesives are eliminated. In addition, it can be applied to materials where water cannot be used. The paper can be printed on either side by any process where the high temperature processing heats are not used.

THE KODAK magenta masking method, announced by Eastman Kodak Company, involves the use of a magenta dye image mask in the camera not in contact with the separation negative material but requiring keeping the mask in the camera during the entire exposure of the separation. The plate on which the mask is to be made is usually placed in the halftone screen holder at a dis-

tance of about ¼-inch ahead of the separation material. After processing it is returned to exactly the same position so as to register with the image of the original subject.

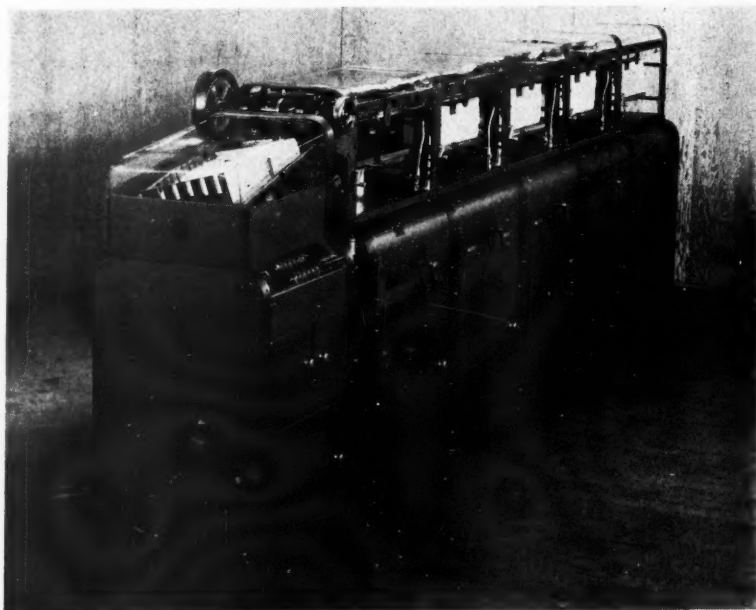
The separation negatives are made through the conventional filters, except in the case of the blue printer negative which is made without any mask in place. As produced, the separation negatives are color-corrected by this process

and thus one does not become involved in difficult register problems.

The mask itself consists of a fairly low contrast magenta colored dye negative image, produced by exposure of a Kodak panchromatic plate in the camera through the proper filter—red or green—and developed in a Kodak magenta developer. Aside from the Kodak magenta developer used in processing a magenta image, the method makes use of the available photographic materials, thus eliminating the necessity of purchasing any special supplies or equipment.

THE V-MODEL Package Printer is a new rotogravure press being offered by the Champlain Company, Incorporated, Bloomfield, New Jersey. It will print four colors in one operation from roll stock and is designed to print labels and wrappers for candy, gum, and other items. The stock travels from the roll through one or more narrow rotogravure units, as desired, after which the finished wrapper is re-rolled and is ready for use on packaging machines. Not only will it print upon commonly used label papers, but it can be used with equally pleasing results on cellophane, glassine, or foils. Among features of the press are the patented Speedry wholly enclosed ink fountain; and a mechanism by which change-overs can be made quickly for switching printing cylinders, and for the flushing and cleaning of the inking system.

"Gatherite" Collator Solves Gathering Problems



Four years of intensive research have resulted in the perfection of the "Gatherite" Collator, a model of which is illustrated above. Using all-electric control, the "Gatherite" can interleave multiple sheet carbon sets at speeds exceeding 8,000 sheets per hour. Developed by Leonard W. Mitchell at the Craftsman Press, Incorporated, Seattle, Washington, device is not yet being manufactured for sale.

PAISLEY Products incorporated, Chicago, has announced a synthetic resin-latex emulsion cement for permanently affixing the ungummed paper labels to similar or dissimilar materials including metal, cardboard, paper, glass, ceramics, plastics, and cork. It can be reduced with water or used as received.

RE-VITA-LIZER is the name of a lotion for restoring life to rubber blankets and printing rollers announced by Carol Products. The lotion acts as a tonic and is applied to the rollers and blankets after wash-up. The milky lotion penetrates and opens up the pores, thus softening the rollers and blankets and restoring their resiliency and mellowness, the company claims.

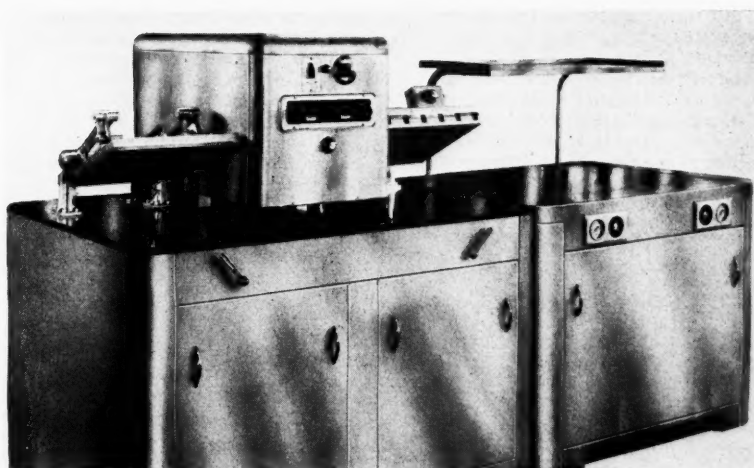
A NEW saw-trimmer placed on the market under the trade name of "Chief" has been announced by the Nolan Corporation, of Rome, New York. It is equipped with a mitering attachment, hand line-up gauge, devices to do inside or outside mortising, protective features including an aluminum saw guard and a conveniently located handwheel for raising and lowering the saw and table section. The screw controlling the



"Chief" saw-trimmer made by Nolan Corporation is equipped with mitering attachment

precision type gauge is covered to prevent chips from collecting which would hamper gauge action. The clamp accommodates all work from 8-point to 42 picas. This saw-trimmer is the first of several new machines soon to be in production, so the announcement states.

THE IONOTRON is the name of a device produced by U.S. Radium Corporation to eliminate static electricity. It consists of a shielded bar supporting a strip of radioactive alloy at a point on the press where the static charges tend to build up. The air at this point is ionized by the alpha rays from the radioactive source and acts as a conductor to draw off the charges, harmlessly, as they are generated. Action of the Ionotron is permanent, so the manufacturers state. The device requires no electrical power source, no special wiring, and no maintenance costs. It has no moving parts, no contact with the presswork, no accessory apparatus, and requires only occasional wiping to remove dust and dirt. It can be applied to sheet-fed and also to web-fed presses.



Monomelt Company's all-purpose thermoplastic molding press for making plastic mold electrotypes

AN ALL-PURPOSE thermoplastic molding press for making plastic mold electrotypes for use in commercial electrotype foundries has been announced by the Monomelt Company. The Model 202 is said to be designed to abolish wax and graphite methods of molding duplicate plates, and to enable the electrotypist to change over to modern plastic molding at a minimum of production loss. The "Depthometer" permits pre-setting of molding depth for each individual form. An advantage claimed for the new process is that multiple plates can be molded from the same original. Four-color electrotypes have been made successfully for use in magazines of national circulation. Because of the light material used, postage is saved.

A STRINGER and knotter machine which punches holes, inserts cords or strings in calendars and display cards, and then ties knots, has been announced by the Graeber Stringing and Wiring Company, Paterson, New Jersey. The machine, designed under the supervision of Frank Graeber, general manager of the company, requires a floor space of 104 by 46 inches in area and 45 inches high.

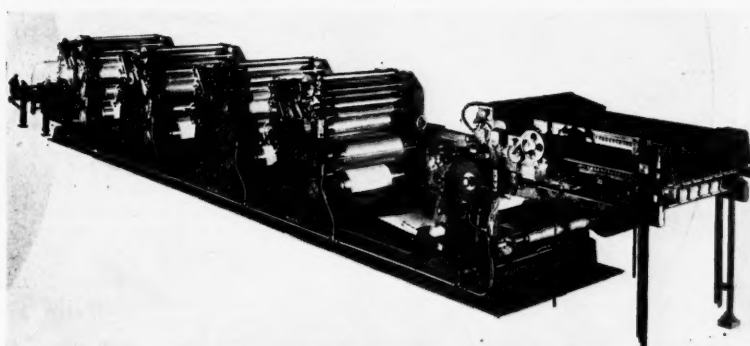
It is automatic in feed and operation, and will handle calendars or display cards from a minimum size of 3 by 5 inches, to a maximum of 12 by 12½. The larger sizes and up to a maximum

of 18 by 23 inches are semi-automatic in operation requiring hand-feeding. The thickness of the stock handled may be from .010 of an inch up. The automatic-fed machine will turn out forty calendars a minute.

A CHEMICAL process has been developed by the National Printing Ink Research Institute at Lehigh University that eliminates the odors of drying oils used in the printing ink industry, to reduce printing fumes. Developed by I. M. Bernstein and Sam Nelson, the process is expected to afford relief to printing ink plants which are hit by the shortage of linseed oil.

Unsaturated by-products resulting from the cracking of crude petroleum for the manufacture of gasoline, petroleum drying oils have excellent drying qualities but their extensive use in printing inks has been limited by their objectionable pungent, tarry odor.

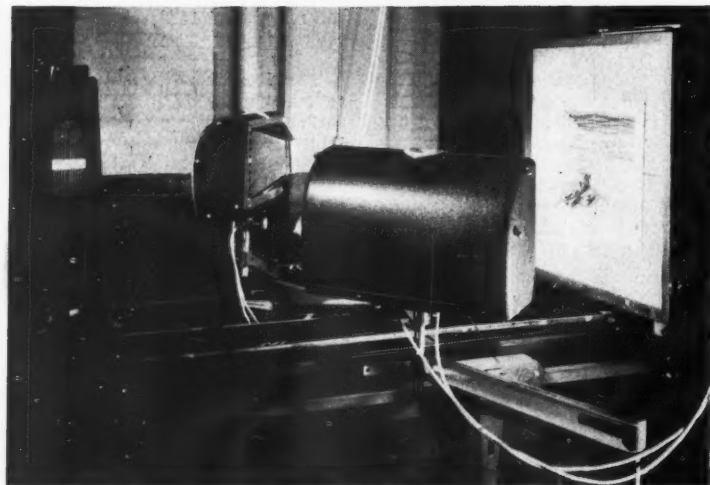
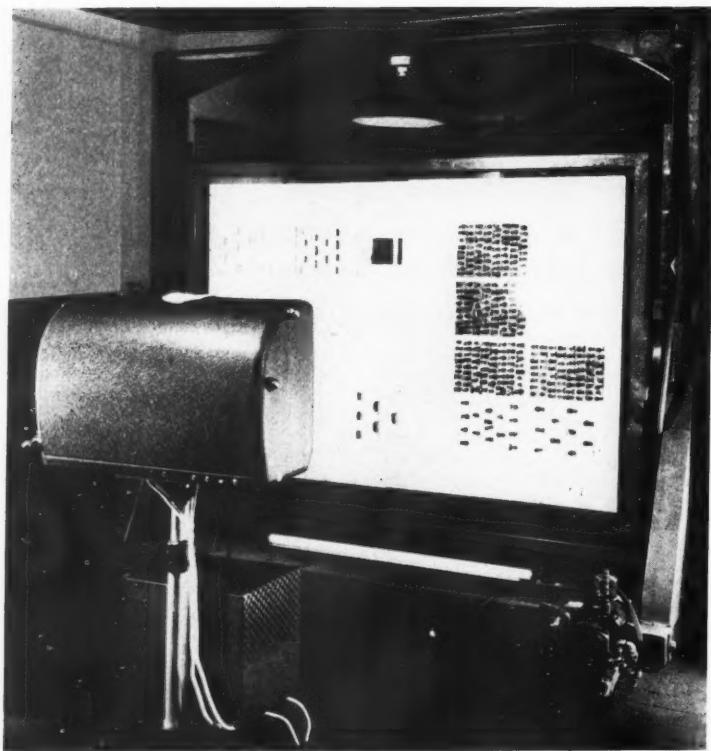
THE MORRISON Spaceband Cleaner is a machine produced by the Morrison Company which polishes and cleans thirty spacebands in 45 seconds, so an announcement reads. Its polishing surface is self-aligning, thus machine adjustments are unnecessary. It is simple in operation and designed to meet technical needs of proper spaceband care, and anyone can operate it.



ATF-Webendorfer offset press specially built for printing 16-page newspaper. The press was described in this department in November issue from which picture was inadvertently omitted

UNIFORM illumination for all photo-mechanical reproduction processes is provided by the Strong Grafarc High Intensity Arc Lamp, which was introduced at the Detroit convention of the National Association of Photo-Lithographers. The new automatic light source is produced by the Strong Electric Corporation, Toledo. It is designed

one-fifth to one-eighth the amount required for other lamps. A silvered glass diffused reflector, an automatic arc striker, and a self-regulatory transformer are among its features. Before announced to the public, the Grafarc Lamp was tested and its effectiveness proved in the plant of a large printing plate manufacturer.



Above are installations of the Strong Electric Corporation's new Grafarc high intensity lamps for photo-mechanical reproduction processes, said to have unusual steadiness of intensity

for use in connection with offset lithography, photoengraving, and rotogravure processes of reproduction.

It is said that the amount of electrical power required for reproduction by means of the new arc lamp is from

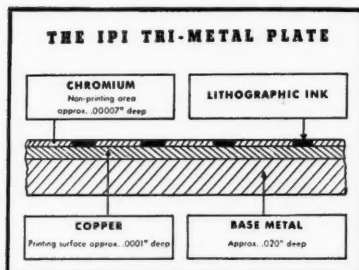
one-fifth to one-eighth the amount required for other lamps. A silvered glass diffused reflector, an automatic arc striker, and a self-regulatory transformer are among its features. Before announced to the public, the Grafarc Lamp was tested and its effectiveness proved in the plant of a large printing plate manufacturer.

chines; quick drying after application, leaving a thin, transparent film with slight gloss over ink and paper; non-toxic and non-inflammable, and is not harmful to paper, ink, or equipment. Because the dried film is ink-absorbent, it takes good impressions on succeeding colors runs in multicolor jobs. The liquid has been lightly perfumed to prevent unpleasant odor.

Put on the market about two months ago, Inkseal is being used with satisfactory results by several New York City printers, and is now ready for national distribution. In October the company joined the Spray Manufacturers Group of the New York Employing Printers Association, and its product has passed tests which entitle it to carry the acceptance label of that group as being non-injurious to health.

The Foundry Chemicals Company also makes a stereotyping and type metal flux called Refino Number 112, which was placed upon the market approximately two years ago.

IPI TRI-METAL Plate is the name given to a combination of three layers of metal—chromium, copper, and a base metal—to be used for making the plates for offset lithographic operations. It is a product of the International Printing Ink Laboratory, New



Cross-section construction of the new tri-metal offset plate developed for greater wear by IPI

York City. In processing the plate, the chromium plating is removed from the design area, exposing the copper which becomes the printing surface leaving the chromium to cover the non-printing area of the plate. The processing of the new plate is similar to that of handling deep-etched plates.

In tests made concerning its wearing qualities, the manufacturers report that 600,000 maps were lithographed on one job, 461,000 folding boxes on another, and 540,000 labels on a third. These were regular commercial runs with the plates made of chromium, copper, and zinc as the base metal. With steel-based plates, three experiments resulted in 1,750,000 impressions, 2,293,859 impressions, and 3,103,101 impressions. It is claimed that cleaner and sharper impressions are made with the new plates and that less water is used in the offset printing operation. Their greater durability also means longer runs, thus eliminating the shut-downs for plate renewals. Although the initial price is higher than deep-etch plates, over-all costs are said to be lower.



The Inland Printer's **1948 Directory of Equipment and Supplies**

6 DIFFERENT KINDS OF LISTINGS ARE INCLUDED IN THIS DIRECTORY OF MACHINERY, EQUIPMENT, SUPPLIES, AND PAPER TO BE USED BY THE GRAPHIC ARTS INDUSTRY

- 1.** Manufacturers of machinery, equipment, and supplies are listed alphabetically by products. See next page for complete explanation of how to use simplified classification system.
- 2.** All printing papers are classified alphabetically by kinds of paper. Various makers of each kind are shown.
- 3.** Popular brand names of paper are listed alphabetically, with makers of each brand shown.
- 4.** A list of advertisers and other important firms shows the addresses of the branch offices, to the nearest of which readers will wish to direct their inquiries and orders.
- 5.** A representative group of leading printing machinery dealers is listed alphabetically.
- 6.** Booklets and other educational material offered by advertisers free to the trade are classified and described. Mailing card included. Another I-P service for you.

While compilers of this directory have taken every precaution to insure accuracy, guarantee cannot be made against the possibility of a change, error, or omission in the various listings. Every effort has been made to secure authentic information direct from supply firms, manufacturers, and paper mills.

A

ADDRESSING and MAILING MACHINES

- 1 Addressing
 - 2 Mailing
 - 3 Metered Mail Machines
 - 4 Stamp Affixers and Envelope Sealing Mach.
 - 5 Strip Printing
 - 6 Wrapper Printing and Wrapping
- 1 2 3 4 5 6
ADDRESSOGRAPH-Multigraph Corp., 1200 Babbitt Rd., Cleveland 17, Ohio
- 1 2 3 4 5 6
ANDERSON, C. F., & Co., 3225 Calumet Ave., Chicago 16, Ill.
- 1 2 3 4 5 6
BARKLEY & Dexter, 528 Commonwealth Ave., Boston 15, Mass.
- 1 2 3 4 5 6
★CHESHIRE Mailing Machines, 1415 Altgeld St., Chicago 14, Ill.
- 1 2 3 4 5 6
COMMERCIAL Controls Corp., 640 Culver Rd., Rochester 2, N. Y.
- 1 2 3 4 5 6
DICK Mailer, The, 137 W. Tupper St., Buffalo 1, N. Y.
- 1 2 3 4 5 6
ELLIOT Addressing Machine Co., 143 Albany St., Cambridge 39, Mass.
- 1 2 3 4 5 6
NATIONAL Cash Register Co., Dayton 9, Ohio
- 1 2 3 4 5 6
★NOLAN Corp., 1333 E. Dominick St., Rome, N. Y.
- 1 2 3 4 5 6
PAYYER Printing Machine Works, 600 S. Broadway, St. Louis 2, Mo.
- 1 2 3 4 5 6
PITNEY BOWES Inc., 757 Pacific St., Stamford, Conn.
- 1 2 3 4 5 6
POLLARD-ALLING Mfg. Co., 220 W. 19th St., New York, N. Y.
- 1 2 3 4 5 6
STANDARD Mailing Machine Co., 1935 Revere Beach Pkwy., Everett 39, Mass.
- 1 2 3 4 5 6
★WING'S, Chauncey, Sons, 78 Pierce St., Greenfield, Mass.

ADHESIVES

- 1 Bookbinders' Glue
 - 2 Cut Mounting Cement
 - 3 Envelope Gums
 - 4 Liquid Solders
 - 5 Mailing Room Paste
 - 6 Makeready Paste
 - 7 Mounting, Cardboard
 - 8 Padding Cement
 - 9 Rubber Cement
 - 10 Splicing Paste
 - 11 Tape Cement
 - 12 Plastic Adhesives
- 1 2 3 4 5 6 7 8 9 10 11
ADHESIVE Products Corp., 1660 Boone Ave., Bronx 60, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11
★AMERICAN Roller Co., 1342 N. Halsted St., Chicago 22, Ill.
- 1 2 3 4 5 6 7 8 9 10 11
ANCHOR Chemical Co., 829 Bergen St., Brooklyn 16 1
- 1 2 3 4 5 6 7 8 9 10 11
ARABOL Mfg. Co., 110 E. 42d St., New York 17, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11
ARTISTS Supply Co., 7610 Decker Ave., Cleveland 3
- 1 2 3 4 5 6 7 8 9 10 11
BINGHAM Brothers, Inc., 154 Nassau St., New York 1
- 1 2 3 4 5 6 7 8 9 10 11
BOND Adhesives Co., 255 Wallabout St., Brooklyn 6
- 1 2 3 4 5 6 7 8 9 10 11
BOOTH, E. A., Rubber Co., Rockefeller Bldg., Cleveland 13, Ohio
- 1 2 3 4 5 6 7 8 9 10 11
BROWN, Lindsay, Paint Co., 2601-75 W. Grand Ave., Chicago 12, Ill.
- 1 2 3 4 5 6 7 8 9 10 11
BUCKEYE Paste Co., 270 So. Wall St., Columbus 15, Ohio
- 1 2 3 4 5 6 7 8 9 10 11
BURRAGE Glue Co., 15 Vandewater St., New York 7
- 1 2 3 4 5 6 7 8 9 10 11
CALIFORNIA Ink Co., Inc., 545 Sansome St., San Francisco 11, Cal.
- 1 2 3 4 5 6 7 8 9 10 11
★CARB-N-SET Business Forms, 816 Ferguson Ave., Dayton 7, Ohio
- 1 2 3 4 5 6 7 8 9 10 11
CLARK Stek-O Corp., 1631 Dewey Ave., Rochester 13, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11
COMMERCIAL Paste Co., Columbus 8, Ohio
- 1 2 3 4 5 6 7 8 9 10 11
CRAFTINT Mfg. Co., 210 St. Clair Ave., N. W., Cleveland 13, Ohio
- 1 2 3 4 5 6 7 8 9 10 11
DE VERE Co., 2000 Clark St., Racine, Wis.
- 1 2 3 4 5 6 7 8 9 10 11
ECONO Products Inc., 132 Humboldt St., Rochester 10, N. Y.

How to Use This Directory

● Items in this directory have, we believe, been listed in as comprehensive a manner as possible. Items have been cross-referenced. Certain related items have been grouped and sub-indexed by key numbers to facilitate finding, as, for example, "Adhesives." Under each firm name are key numbers showing the particular types of adhesives manufactured. These key numbers are spaced so they are aligned directly beneath the line of numbers immediately below the sub-classifications. Find the key number of the adhesive desired in the top line, trace vertically down the column with a straight-edge, and all the firms having that key number listed will easily be found.

- 1 2 3 4 5 6 7 8 9 10 11
12
FINDLEY, F. G. Co., 1265 N. 10th St., Milwaukee 5, Wis.
- 1 2 3 4 5 6 7 8 9 10 11
FLINT, Howard, Ink Co., 2546 Clark Ave., Detroit 9, Mich.
- 1 2 3 4 5 6 7 8 9 10 11
FULLER, H. B., Co., 255 Eagle St., St. Paul 2, Minn.
- 1 2 3 4 5 6 7 8 9 10 11
★GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn 1, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11
GANE Bros. & Lane, Inc., 1335 W. Lake St., Chicago 7, Ill.
- 1 2 3 4 5 6 7 8 9 10 11
GODFREY Roller Co., 215 N. Camac St., Philadelphia 7, Pa.
- 1 2 3 4 5 6 7 8 9 10 11
GREEN'S Paste Works, Box 7, Syracuse, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11
HART, Wm. C., Co., Inc., 137 Green St., New York 12, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11
HOYT, Arthur S. Co., Inc., 175 Fifth Ave., New York 10, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11
IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8, Ill.
- 1 2 3 4 5 6 7 8 9 10 11
LAYTON Elastic Glue Co., 1244 N. Central Park Ave., Chicago 51, Ill.
- 1 2 3 4 5 6 7 8 9 10 11
LEE Hardware Co., 250 N. Santa Fe Ave., Salina, Kan.
- 1 2 3 4 5 6 7 8 9 10 11
LE PAGE'S, Inc., Essex Ave., Gloucester, Mass.
- 1 2 3 4 5 6 7 8 9 10 11
LOX Mfg. Co., 3310 E. 31st St., Kansas City 3, Mo.
- 1 2 3 4 5 6 7 8 9 10 11
MANHATTAN Paste & Glue Co., 425 Greenpoint Ave., Brooklyn 22, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11
MATTHEWS, Jas. H., & Co., 3950 Forbes St., Pittsburgh 13, Pa.
- 1 2 3 4 5 6 7 8 9 10 11
MAY Chemical Works, 902 Larrabee St., Chicago 10, Ill.
- 1 2 3 4 5 6 7 8 9 10 11
MELIND, Louis, Co., 362 W. Chicago Ave., Chicago 10, Ill.
- 1 2 3 4 5 6 7 8 9 10 11
METZGER, Alfred E., 30 Irving Pl., New York 3, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11
MILWAUKEE Printers Roller Co., 422 S. Fourth St., Milwaukee 4, Wis.
- 1 2 3 4 5 6 7 8 9 10 11
MONSANTO Chemical Co., Merrimac Div., Everett 49, Mass.
- 1 2 3 4 5 6 7 8 9 10 11
NATIONAL Adhesives, Div. of National Starch Products, 270 Madison Ave., New York 16, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11
NATIONAL Roller Co., 307 Pearl St., New York 7
- 1 2 3 4 5 6 7 8 9 10 11
OSGOOD-Globe Corp., 33 Purchase St., Boston 10, Mass.
- 1 2 3 4 5 6 7 8 9 10 11
★PAISLEY Products, Inc., 1770 Canalport Ave., Chicago 16, Ill.
- 1 2 3 4 5 6 7 8 9 10 11
PECK, James I., 47 High St., West Orange, N. J.
- 1 2 3 4 5 6 7 8 9 10 11
ROGERS Isinglass & Glue Co., 210 Eastern Ave., Gloucester, Mass.
- 1 2 3 4 5 6 7 8 9 10 11
SHOEMAKER, J. L., & Co., 15 S. Sixth St., Philadelphia 6, Pa.
- 1 2 3 4 5 6 7 8 9 10 11
★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 13, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11
★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11
S S RUBBER Cement Co., 314 N. Michigan Ave., Chicago 1, Ill.
- 1 2 3 4 5 6 7 8 9 10 11
STAFFORD, S. S., Inc., 609 Washington St., New York 14, N. Y.

- 1 2 3 4 5 6 7 8 9 10 11
12
STOKES, A., Co., Hudson, Ohio
- 1 2 3 4 5 6 7 8 9 10 11
TAYLOR Gluem Co., Concord, N. H.
- 1 2 3 4 5 6 7 8 9 10 11
TRI-Tix, Inc., 3727 N. Palmer St., Milwaukee 12, Wis.
- 1 2 3 4 5 6 7 8 9 10 11
TWIN CITY Printers Roller Co., 505 S. 3d St., Minneapolis 15, Minn.
- 1 2 3 4 5 6 7 8 9 10 11
UNION Rubber & Asbestos Co., P. O. Box 1040, Trenton 6, N. J.
- 1 2 3 4 5 6 7 8 9 10 11
UNITED States Rubber Co., 1230 Avenue of the Americas, New York 20, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11
WILLIAMSON Adhesives, Inc., 2327 W. 18th St., Chicago 8, Ill.
- 1 2 3 4 5 6 7 8 9 10 11
WILSOLITE Corp., 501 Amherst St., Buffalo 7, N. Y.
- 1 2 3 4 5 6 7 8 9 10 11
WINN & Goodman, 440 Sansome St., San Francisco 11, Cal.

ADHESIVE TAPE, CUT-MOUNTING

- CORKPAK Co., Inc., The, 45 South St., Mount Vernon, N. Y.
- INDUSTRIAL Tape Corp., New Brunswick, N. J.
- MINNESOTA Mining & Mfg. Co., 900 Fauquier Ave., St. Paul 6, Minn.
- ★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.
- S S RUBBER Cement Co., 314 N. Michigan Ave., Chicago 1, Ill.

ADHESIVE TAPE, MASKING

(for friskets, etc.)

- ADHESIVE Products Corp., 1660 Boone Ave., Bronx 60, N. Y.
- DENNISON Manufacturing Company, 300 Howard St., Framingham, Mass.
- MINNESOTA Mining & Mfg. Co., 900 Fauquier Ave., St. Paul 6, Minn.
- ★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.

ADHESIVE TAPE, PRESSURE-SENSITIVE

- ADHESIVE Products Corp., 1660 Boone Ave., Bronx 60, N. Y.
- BAUER & Black, Div. of the Kendall Co., 2500 S. Dearborn St., Chicago 16, Ill.
- DENNISON Mfg. Co., 300 Howard St., Framingham, Mass.
- EVER READY Label Corp., 141 E. 25th St., New York 10, N. Y.
- GUMMED Tape & Devices Co., 1318 60th St., Brooklyn 19, N. Y.
- INDUSTRIAL Tape Corp., New Brunswick, N. J.
- INTERNATIONAL Plastic Corp., 10 Park Pl., Morristown, N. J.
- MILPRINT, Inc., 5th & Florida Sts., Milwaukee, Wis.
- MINNESOTA Mining & Mfg. Co., 900 Fauquier Ave., St. Paul 6, Minn.

AGITATORS, INK

- GEGENHEIMER, William, Inc., 78 Roebling St., Brooklyn 11, N. Y.
- MARGACH Mfg. Co., 82 Beekman St., New York 7, N. Y.
- ORTLEB Machinery Co., 3818 Laclede Ave., St. Louis 8, Mo.

AIR BRUSHES

- DEVILBISS Company, 300 Phillips Ave., Toledo 1, Ohio
- KELLOGG Div., American Brake Shoe Co., 97 Humboldt St., Rochester 9, N. Y.
- OLSEN-Mark Corp., 124 White St., New York 13, N. Y.
- ★PAASCHE Airbrush Co., 1909 Diversey Parkway, Chicago 14, Ill.

AIR, COMPRESSED, CLEANING AND DRYING UNIT

- LOGAN Engineering Co., 4901 Lawrence Ave., Chicago 30, Ill.

AIR COMPRESSORS AND PUMPS

- BECKFIELD Rotary Vacuum Blower Co., 532 First Ave., Pittsburgh 19, Pa.
- BINKS Mfg. Co., 3114 W. Carroll Ave., Chicago 12, Ill.
- DEVILBISS Company, 300 Phillips Ave., Toledo 1, Ohio
- FAIRBANKS Morse & Co., 600 S. Michigan Ave., Chicago 5, Ill.
- GAST Mfg. Corp., 123 Hinckley St., Benton Harbor, Mich.
- HOLLINGSWORTH, Wm., Machine Co., 227 N. Holiday St., Baltimore 2, Md.
- KELLOGG Div., American Brake Shoe Co., 97 Humboldt St., Rochester 9, N. Y.
- LANSTON Monotype Machine Co., 24th and Locust Sts., Philadelphia 3, Pa.
- LEIMAN Brothers, 166 Christie St., Newark 8, N. J.
- NEW JERSEY Machine Corp., 1800 Willow Ave., Hoboken, N. J.
- ★PAASCHE Airbrush Co., 1911 Diversey Parkway, Chicago 14, Ill.
- ★SPRAYOMATIC Products Co., 1120 Harrison Ave., Cincinnati 14, Ohio
- TRANE Co., 2d St. and Cameron Ave., La Crosse, Wis.
- WESTINGHOUSE Electric Corp., P. O. Box 868, Pittsburgh, Pa.
- WILBAR Sales & Engineering Co., 549 W. Washington St., Chicago 6, Ill.

WHEN WRITING SUPPLY FIRMS KINDLY MENTION

AIR AND PAPER CONDITIONERS

- 1 Air Conditioning Equipment
 - 2 De-Humidifiers
 - 3 Humidifiers
 - 4 Paper Conditioners
- 1 2 3 4
ADVANCE Mfg. Co., 350 N. 26th St., Louisville 12, Ky.
- 1 2 3 4
AIRTEMP Division, Chrysler Corp., 1100 York St., Dayton, Ohio
- 1 2 3 4
ANETSBERGER Bros., 3501 Elston Ave., Chicago 18
- 1 2 3 4
AQUA-SORB Company, 21 S. 16th St., East Orange, N. J.
- 1 2 3 4
ARMSTRONG Machine Works, 901 Maple St., Three Rivers, Mich.
- 1 2 3 4
★BAHNSON Company, 1001 S. Marshall St., Winston-Salem 2, N. C.
- 1 2 3 4
BUFFALO Forge Co., 490 Broadway, Buffalo, N. Y.
- 1 2 3 4
CARRIER Corporation, South Geddes St., Syracuse 1, N. Y.
- 1 2 3 4
FLINT, G. C., Eng. Service, 842 Gunderson Ave., Oak Park, Ill.
- 1 2 3 4
GENERAL Electric Co., 1 River Road, Schenectady 5
- 1 2 3 4
MURRAY, D. J., Mfg. Co., 1002-1024 Third St., Wausau, Wis.
- 1 2 3 4
OFFEN, B., and Co., 343 S. Dearborn St., Chicago 4, Ill.
- 1 2 3 4
PARKS-CRAMER Company, P. O. Box 444, Fitchburg, Mass.
- 1 2 3 4
POWERS Regulator Co., 2720 Greenview Ave., Chicago 14, Ill.
- 1 2 3 4
R. I. HUMIDIFIER & Vent Co., 99 Chauncy St., Boston 11, Mass.
- 1 2 3 4
SKILBECK Mfg. Co., 1612 60th St., Kenosha, Wis.
- 1 2 3 4
★SOUTHWORTH Machine Co., 30 Warren Ave., Portland 5, Me.
- 1 2 3 4
STANDARD Engineering Works, 289 Roosevelt Ave., Pawtucket, R. I.
- 1 2 3 4
TRANE Company, 2d and Cameron Ave., La Crosse, Wis.
- 1 2 3 4
★WALTON Laboratories Inc., 1186 Grove St., Irvington, N. J.
- 1 2 3 4
WESTINGHOUSE Electric Corp., P. O. Box 868, Pittsburgh, Pa.
- 1 2 3 4
WILSEA Works, 371 Saint Paul St., Rochester 5, N. Y.

AIR SEPARATORS

- ★PAASCHE Airbrush Co., 1909 Diversey Parkway, Chicago 14, Ill.

ALBUMIN

- BEN DAY Inc., 118 E. 28th St., New York 16, N. Y.
- FUCHS & Lang Mfg. Co., Div. Gen. Ink Corp., 100 Sixth Ave., New York 13, N. Y.
- HILL-HENTSCHL Co., 3928 Clayton Ave., St. Louis 11, Mo.
- MOUNT Vernon Presses, Mt. Vernon, N. Y.
- PHILLIPS & Jacobs, 622 Race St., Philadelphia 6, Pa.
- ★ROBERTS & Porter, Inc., 402 S. Market St., Chicago 7, Ill.
- ★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 13, N. Y.
- ★SINCLAIR & Valentine Co., 611 W. 129th St., New York 17, N. Y.

ALBUMIN PLATE BAKING INFRA RED UNIT

- FOSTORIA Pressed Steel Corp., Fostoria, Ohio

ALBUMIN SCALES, OFFSET-LITHO

- METZGER, Alfred E., 30 Irving Place, New York 3
- PITMAN, Harold M., Co., 51st Ave. & 33d St., Chicago 50, Ill.

ALPHABETS, DISPLAY

- RULEX Type Corp., 549 S. Wessl St., Chicago 5, Ill.

ANTI-OFFSET EQUIPMENT and SUPPLIES

- 1 Spray Guns
 - 2 Spray (Dry or Liquid)
 - 3 Spray, Excess, Exhaust
- 1 2 3
★AMERICAN Type Founders Sales Corp., 200 Elmora Ave., Elizabeth 8, N. J.
- 1 2 3
ANCHOR Chemical Co., 829 Bergen St., Brooklyn 16, N. Y.

- 1 2 3
BINKS Mfg. Co., 3114 W. Carroll Ave., Chicago 12, Ill.
- 1 2
CRAIG Corporation, 143 W. 20th St., New York 11, N. Y.
- 1 2
DE VERE Company, 2000 Clark St., Racine, Wis.
- 1 2 3
DEVILBISS Company, 300 Phillips Ave., Toledo 1, Ohio
- 1 2 3
FOUNDRY Chemical Co., 36-08 Review Ave., Long Island City 1, N. Y.
- 1 2
H-G PRODUCTS Company, 400 W. Madison St., Chicago 6, Ill.
- 1 2
H & H Products, 1169 S. State St., Chicago 5, Ill.
- 1 2
HILL-Hentschel Company, 3928 Clayton Ave., St. Louis 10, Mo.
- 1 2
MANHATTAN Paste & Glue Co., 425 Greenpoint Ave., Brooklyn 22, N. Y.
- 1 2
NATIONAL Adhesives, Div. of National Starch Products, 270 Madison Ave., New York 16, N. Y.
- 1 2
NO OFF SET Co., 3403 Fayette St., Louisville 9, Ky.
- 1 2
OXY-DRY Sprayer Corp., 323 E. 38th St., New York 16, N. Y.
- 1 2
★PAASCHE Airbrush Co., 1909 Diversey Parkway, Chicago 14, Ill.
- 1 2 3
★PAISLEY Products, Inc., 1770 Canalport Ave., Chicago 16, Ill.
- 1 2
★RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.
- 1 2
★SLEIGHT Metallic Ink Co., 538 N. 3d St., Philadelphia 23, Pa.
- 1 2
★SPRAYOMATIC Products Co., 1120 Harrison Ave., Cincinnati 14, Ohio
- 1 2
SPRAY Sales, 2540 S. Damen Ave., Chicago 8, Ill.
- 1 2
★TRIANGLE Ink & Color Co., Inc., 305 E. 45th St., New York 17, N. Y.
- 1 2
WESTINGHOUSE Electric Corp., P. O. Box 868, Pittsburgh, Pa.
- 1 2
WILBAR Sales & Engineering Co., 549 W. Washington St., Chicago 6, Ill.
- 1 2
ZAPON Div. Atlas Powder Co., Stamford, Conn.

ANILIN PRINTING CONTINUOUS DESIGN ROLLERS

(see Continuous Design Rollers)

ANODES, COPPER

- AMERICAN Brass Co., Waterbury 88, Conn.
- CENTRAL Testing Laboratories, 2016 Carroll Ave., Chicago 12, Ill.
- FEDERATED Metals Div., American Smelting & Refining Co., 2230 Indianapolis Blvd., Whiting, Ind.
- METALLURGICAL Products Co., 35th & Moore Sts., Philadelphia, Pa.

ANTI-WORKUP DEVICES

- ANCHOR Chemical Co., 829 Bergen St., Brooklyn 16, N. Y.
- CHEMICAL Color & Supply Co., Div. General Printing Ink Corp., 547 S. Clark St., Chicago 5, Ill.
- L. & W. SERVICE Co., 140 Orange St., Providence 3, R. I.
- SMITH, F. X., Co., 952 E. 93d St., Brooklyn 12, N. Y.

APRONS

- ★EASTMAN Kodak Co., 343 State St., Rochester 4, N. Y.
- PROTEXALL Apron Co., 1028 E. 63rd St., Chicago, Ill.

ARC LAMPS

- ATLAS Electric Devices Co., 361 W. Superior St., Chicago 10, Ill.
- ★DOUTHITT Corp., The, 680 E. Fort St., Detroit 26, Michigan
- GELB, Joseph, Co., 12 E. 32d St., New York 16, N. Y.
- GENERAL Electric Co., 1 River Road, Schenectady 5, N. Y.
- LANSTON Monotype Machine Co., 24th & Locust Sts., Philadelphia 3, Pa.
- ★MACBETH Arc Lamp Co., 875 N. 28th St., Philadelphia 30, Pa.
- PEASE, The C. F. Co., 2601 W. Irving Park Rd., Chicago 18, Ill.
- PHILLIPS & Jacobs, 622 Race St., Philadelphia 6, Pa.
- POLYGRAPHIC Co. of America, The, 310 E. 45th St., New York 17, N. Y.
- ★STRONG Electric Corp., 57 City Park Ave., Toledo 2, Ohio
- SULLEBARGER, E. T., Co., 110 Fulton St., New York 7

ARTISTS MATERIALS

- 1 Acetate Sheet
 - 2 Colors
 - 3 Crayons
 - 4 Drawing Boards
 - 5 Drawing Instruments
 - 6 Frisket Paper
- 1 2 3 4 5 6
ARTISTS Supply Co., 7610 Decker Ave., Cleveland 3, Ohio
- 1 2 3 4 5 6
BAKELITE Corp., 300 Madison Ave., New York 17, N. Y.
- 1 2 3 4 5 6
CELANESE Plastics Corp., 180 Madison Ave., New York 16, N. Y.
- 1 2 3 4 5 6
CRAFTINT Mfg. Co., 210 St. Clair Ave., N. W., Cleveland 13, Ohio
- 1 2 3 4 5 6
★EASTMAN Kodak Co., 343 State St., Rochester 4, N. Y.
- 1 2 3 4 5 6
★GAETJENS, Berger & Wirth, Inc., 55 York St., Brooklyn 1, N. Y.
- 1 2 3 4 5 6
HERCULES Powder Co., Inc., 931 Market St., Wilmington, Del.
- 1 2 3 4 5 6
★INTERNATIONAL Printing Ink Corp., 16th Floor, Empire State Bldg., New York 1, N. Y.
- 1 2 3 4 5 6
METZGER, Alfred E., 30 Irving Place, New York 3, N. Y.
- 1 2 3 4 5 6
MONSANTO Chemical Co., Plastics Div., 600 Monsanto Ave., Springfield 2, Mass.
- 1 2 3 4 5 6
ROSCO Laboratories, 367 Hudson Ave., Brooklyn 1, N. Y.
- 1 2 3 4 5 6
★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 13, N. Y.
- 1 2 3 4 5 6
★SINCLAIR & Valentine Co., 611 W. 129th St., New York 17, N. Y.

ASSEMBLING EQUIPMENT

(see Collating and Gathering Equipment)



BACKERS, ROLLER

- ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.
- CRAWLEY Book Machinery Co., 328 Keturah St., Newport, Ky.
- ★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5, Ohio
- HICKOK, W. O., Mfg. Co., 900 Cumberland St., Harrisburg, Pa.
- MEYERS, L. W., Co., 1828 Milwaukee Ave., Chicago 47, Ill.
- PLEGER, John J., Co., 613 W. 16th St., Chicago 16, Ill.
- SHERIDAN, T. W. & C. B., Co., 129 Lafayette St., New York 13, N. Y.
- SMYTH Mfg. Co., The, 9 Sigourney St., Hartford 6, Conn.
- STANDARD Machinery Co., The, Mystic, Conn.

BACKING PANS AND STANDS, ELECTROTYPERS

- ★HOE, R., & Co., 910 E. 138th St., New York 54, N. Y.

BAG MAKING MACHINES and SUPPLIES

- ACME Pattern & Machine Co., 1559 Niagara St., Buffalo 13, N. Y.
- AMES Bag Machine Co., E. 66th St. and Euclid Ave., Cleveland 15, Ohio
- AMSCO Packaging Machinery Co., 3131 48th Ave., Long Island City 1, N. Y.
- HUDSON Sharp Machine Co., 1201 Main St., Green Bay, Wis.
- NAGEL-RYAN Mfg. Co., 4363 Woodward Ave., Royal Oak, Mich.
- POTDEVIN Machine Co., 1226 38th St., Brooklyn 18, N. Y.
- SMITH & Winchester Mfg. Co., South Windham, Conn.
- STAUDE, E. G., Mfg. Co., 2675 University Ave., St. Paul 4, Minn.
- STOKES & Smith Co., Frankford, Philadelphia 24, Pa.
- WALDRON, John, Corp., New Brunswick, N. J.

BALERS, WASTE PAPER

- BUSINESS Men's Paper Press Co., Wayland, Mich.
- ECONOMY Baler Co., Ann Arbor, Mich.
- LOGEMANN Bros. Co., 3150 W. Burleigh St., Milwaukee 10, Wis.
- MINNICH Machine Works, Inc., Landisville, Pa.

BANDING AND BUNDLING PRESSES

ANDERSON, C. F., & Co., 3225 S. Calumet Ave., Chicago 16, Ill.
 BERRY Machine Company, 716 N. First St., St. Louis 2, Mo.
 BUNN, B. H. Co., 7604 S. Yale Ave., Chicago 20, Ill.
 LIBERTY Folder Co., 501 E. Court St., Sidney, Ohio

BEARERS, ELECTROTYPE

★AMERICAN Steel Chase Co., 3131 48th Ave., Long Island City 1, N. Y.
 TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn

BEARINGS, BALL, ROLLER, SLEEVE TYPE

BEARINGS Industry Co., The, 17 W. 60th St., New York 23, N. Y.
 BOUND Brook Oil-less Bearing Co., Lincoln Blvd., Bound Brook, N. J.
 JOHNSON Bronze Co., 475 S. Mill St., Newcastle, Pa.
 LINK-BELT Co., 307 N. Michigan Ave., Chicago 1, Ill.
 MINIATURE Precision Bearings, Keene, N. H.
 NORMA-HOFFMAN Bearings Corp., Stamford, Conn.
 SKF INDUSTRIES, Inc., Front St. and Erie Ave., Philadelphia 34, Pa.
 TIMKEN Roller Bearing Co., The, 1835 Dueber Ave., S. W., Canton 6, Ohio
 TORRINGTON Co., The, Bantam Bearings Div., 3702 W. Sample St., South Bend 21, Ind.

BELLOWS, CAMERA

★DOUTHITT Corporation, 680 E. Fort St., Detroit 26, Mich.
 UNITED Camera Company, 1515 Belmont Ave., Chicago 13, Ill.
 WILLIAMS, Brown & Earle, 918 Chestnut St., Philadelphia, Pa.

BELT AND TAPE LACING

CLIPPER Belt Lacer Co., Inc., 974 Front Ave., N. W., Grand Rapids 2, Mich.
 TON-TEX Corporation, 245 Pearl St., N. W., Grand Rapids 2, Mich.

BELTS, BELTING AND TAPE

1 Belt Dressing
 2 Cord Rubber (Slug Cast.)
 3 Fabricated
 4 Leather
 5 Mechanical
 6 Tape, Feeder, Folder and Delivery
 7 Vee

1 2 3 4 5 6 7
 ARBEKA Webbing Company, 1151 Roosevelt Ave., Pawtucket, R. I.
 BEALL, Jack, Vertical Service, 641 S. Dearborn St., Chicago 5, Ill.
 BROWN, Arthur S., Mfg. Co., Tilton, N. H.
 CLIPPER Belt Lacer Co., 974 Front Ave., N. W., Grand Rapids 2, Mich.
 CORPKAK Company, The, 45 South St., Mt. Vernon, N. Y.
 DAVEY Company, 164 Laidlaw Ave., Jersey City 8, N. J.
 ★DAYTON Rubber Mfg. Co., 2380 W. Riverview Ave., Dayton 1, Ohio
 GILMER, L. H., Co., Div. United States Rubber Co., Tacony, Philadelphia 35, Pa.
 GOODRICH, B. F., Co., 434 S. Main St., Akron 18, Ohio
 HOPE Webbing Co., Pawtucket, R. I.
 LINK-BELT Company, 220 S. Belmont Ave., Indianapolis 6, Ind.
 MANHATTAN Rubber Mfg. Div. of Raybestos-Manhattan, Inc., Passaic, N. J.
 ORCHARD, R. N., 633 W. Larned St., Detroit 26, Mich.
 PECK, James I., 47 High St., West Orange, N. J.
 RANIVILLE, F. Co., 241 Pearl St., Grand Rapids 2, Mich.
 RAYBESTOS-Manhattan, Inc., 61 Willett St., Passaic, N. J.
 RHOADS, J. E., & Sons, 35 N. Sixth St., Philadelphia 6, Pa.
 ROCKWOOD Mfg. Co., 1801 English Ave., Indianapolis 6, Ind.
 RUSSEL Mfg. Co., Middletown, Conn.
 TON-TEX Corp., 247 Pearl St., N. W., Grand Rapids 2, Mich.
 UNITED States Rubber Co., 1230 Sixth Avenue, New York 20, N. Y.
 VICTOR Balata & Textile Belting Co., 25th St., Easton, Pa.

BELT, RUNNING, TENSION CONTROL

WOOD Newspaper Mch. Corp., 501 Fifth Ave., New York 17, N. Y.

**BENDERS AND CUTTERS, STEEL RULE
(see Rule, Steel, Benders and Cutters)****BENDING MACHINE, PLASTIC PLATES**

STEREOTEX Machinery Co., Box 167, 322 Main St., Stamford, Conn.

BENDING MACHINES, PLATE

★COTTRELL, C. B., & Sons Co., 25 E. 26th St., New York 10, N. Y.
 ELGIN Bending Machine Co., 320 E. Chicago St., Elgin, Ill.
 ★HOE, R., & Co., Inc., 910 E. 138th St., New York 54
 OSTRANDER-Seymour Co., 4926 W. Lake St., Chicago 24, Ill.
 S. & W. Machine Co., 414 E. Pearl St., Cincinnati 2, Ohio
 WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.

BEVELING MACHINES, PLATE

ELGIN Bending Machine Co., 320 E. Chicago St., Elgin, Ill.
 ★HOE, R., & Co., Inc., 910 E. 138th St., New York 54
 LOYD, John, Co., 87 Walker St., New York 13, N. Y.
 ROYLE, John, & Sons, 10 Essex St., Paterson 3, N. J.
 WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.

BILLING MACHINES AND SUPPLIES

UNDERWOOD Corporation, 1 Park Ave., New York 16, N. Y.

BINDERS FOR NEWSPAPERS

ELBE File & Binder Co., 649 Alden St., Fall River, Mass.
 ★HAMILTON Mfg. Co., Two Rivers, Wis.
 ★ROUSE, H. B., Co., 2214 N. Wayne Ave., Chicago 14, Ill.
 THOMPSON Cabinet Co., Ludington, Mich.

BINDING, MECHANICAL, MACHINERY

★DEXTER Folder Co., Pearl River, N. Y.
 FLEX-O-COIL Products Co., 847 W. Washington Blvd., Los Angeles 13, Cal.
 ★GENERAL Binding Corporation, 812 W. Belmont Ave., Chicago 14, Ill.
 ★NYGREN-DAHLY Co., 218 N. Jefferson St., Chicago 6, Ill.
 PLASTIC Binding Corp., 732 Sherman St., Chicago 3, Ill.
 SLOVES Mechanical Binding Corp., 121 Varick St., New York 14, N. Y.
 SPIRAL Binding Company, 406 W. 31st St., New York 1, N. Y.
 SWING-O-RING Inc., 314 Dean St., Brooklyn, N. Y.
 TRUSSEL Mfg. Co., 200 Cottage St., Poughkeepsie, N. Y.

BLACKLEADING MACHINES, ELECTROTYPERS

★HOE, R., & Co., Inc., 910 E. 138th St., New York 54, N. Y.

BLADES

1 Bookbinders Shears and Blades
 2 Doctor, Gravure
 3 Film and Print Trimmers and Blades
 4 Folder
 5 Fountain
 6 Perforator

1 2 3 4 5 6
 ATKINS, E. C., & Co., 402 S. Illinois St., Indianapolis 9, Ind.
 AUTOMATIC Saw Sharpening Co., 735 E. Ohio St., Indianapolis 2, Ind.
 CHAPMAN Knives and Saws, Inc., 504 S. Broadway, St. Louis 2, Mo.
 COES, Loring, Co., 72 Coes St., Worcester 3, Mass.
 DAVIDSON Perforator Co., P. O. Box 1235, New Haven 5, Conn.
 DETROIT Edge Tool Co., 3425 Wight St., Detroit 7, Mich.
 DISSTON, Henry, & Sons, Inc., Tacony, Philadelphia 35, Pa.
 DUMBROW & Hearne, 12 Wooster St., New York 13, N. Y.

1 2 3 4 5 6
 HELMOLD, J. F., & Bro., Inc., 1462 Shakespeare Ave., Chicago 14, Ill.

HICKOK, W. O., Mfg. Co., Harrisburg, Pa.

★HOE, R., & Co., Inc., 910 E. 138th St., New York 54, N. Y.

IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8, Ill.

JACQUES, John, & Son, 93 Webster St., Worcester, 3, Mass.

LOYD, John, Co., 87 Walker St., New York 13, N. Y.

RALYA Saw Corporation, 109 W. Second St., Cincinnati 12, Ohio

ROBERTSON, R. R., 400 W. Madison St., Chicago 6, Ill.

ROBINSON, John T., Co., 1476 River St., Boston 36, Mass.

SHAWVER Co., The, 21 W. Pleasant St., Springfield, Ohio

SIMMONDS Saw & Steel Co., 470 Main St., Fitchburg, Mass.

SIMMONDS, Worden, White Co., 607 Negley Pl., Dayton 7, Ohio

SMYTH Mfg. Co., The, 9 Sigourney St., Hartford 6, Conn.

STANDARD Process Corp., 734 W. Lexington St., Chicago 7, Ill.

TABER Instrument Co., North Tonawanda, N. Y.

WAPAKONETA Machine Co., The, Wapakoneta, Ohio

UNITED States Rubber Co., 1230 Sixth Ave., New York 20, N. Y.

BLANKETS, PRESS

1 Gravure
 2 Letterpress
 3 Offset-Litho

1 2 3
 ACME Press Blanket Co., 3900 Sheridan Rd., Chicago 13, Ill.
 BEST, Edward H., & Co., 224 Purchase St., Boston 10, Mass.
 BROWN Coating Equipment Co., Wellston, Ohio
 CALIFORNIA Ink Co., The, 545 Sansome St., San Francisco 11, Cal.
 CARMICHAEL Blanket Co., 168 Forsythe St., S. W., Atlanta 3, Ga.
 CHEMCO Photoproducts Co., 230 W. 41st St., New York, N. Y.
 CORPKAK Co., The, 45 South St., Mt. Vernon, N. Y.
 CRONITE Co., The, 35 Park Pl., New York 7, N. Y.
 ★DOUTHITT Corporation, The, 680 E. Fort St., Detroit 26, Mich.
 DUPLEX Printing Press Co., Battle Creek, Mich.
 FOTOPATE Co., 32 Oxford St., Newark 3, N. J.
 FUCHS & Lang Mfg., Gen. Prtg. Ink, Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.
 GOODRICH, B. F., Rubber Co., 500 S. Main St., Akron 18, Ohio
 GOODYEAR Tire & Rubber Co., 1144 E. Market St., Akron 16, Ohio
 GOSS Printing Press Co., The, 1535 S. Paulina St., Chicago 8, Ill.
 ★HOE, R., & Co., Inc., 910 E. 138th St., New York 54, N. Y.
 HOUSE, Chas. W., & Sons, Inc., 505 Fifth Ave., New York 17, N. Y.
 IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8, Ill.
 ★INTERNATIONAL Printing Ink Corp., Empire State Bldg., New York 1, N. Y.
 LITHOMAT Corp., 58 Charles St., Cambridge, Mass.
 MCKINLEY Litho Supply Co., 1623 John St., Cincinnati 14, Ohio
 NILES & Nelson, Inc., 75 West St., New York 6, N. Y.
 RAPID Roller Co., 2558 S. Federal St., Chicago 16, Ill.
 ★ROBERTS & Porter, Inc., 402 S. Market St., Chicago 7, Ill.

1 2 3
ROBERTSON, R. R., 400 W. Madison St., Chicago 6, Ill.
1 2 3
★SCOTT, Walter, & Co., Inc., 325 South Ave., Plainfield, N. J.
2 3
SENEFELDER Company, The, 32 Greene St., New York 13, N. Y.
★SINCLAIR & Valentine Co., 611 W. 129th St., New York 27, N. Y.
2 3
STA-HI Corporation, 1020 Crocker St., Los Angeles 21, Cal.
2 3
TINGER, Brown & Co., 114 E. 23d St., New York 10, N. Y.
2 3
UNITED States Rubber Co., 1230 Sixth Ave., New York 20, N. Y.
2 3
VULCAN Proofing Co., 1st Ave., & 58th St., Brooklyn 20, N. Y.

BLANKETS, ROLLER EMBOSSEING MACHINE

HOUSE, Chas. W., & Sons, Inc., 505 Fifth Ave., New York 17, N. Y.

BLANKETS, ROLLER VARNISHING MACHINE

CORKPAK Company, 45 South St., Mt. Vernon, N. Y.

BLANKETS, STEREOTYPE MOLDING

1 Cork
2 Fabric
3 Fibre
4 Rubber
5 Rubber Creeper
1 2 3 4 5
★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B, N. J.
1 2 3 4 5
BEST, Edward H., & Co., Box 1752, Boston 10, Mass.
2 3
CORKPAK Co., Inc., 45 South St., Mt. Vernon, N. Y.
1 2 3
DUPLIX Printing Press Co., Battle Creek, Mich.
1 2 3 4 5
GOODYEAR Tire & Rubber Co., 1144 E. Market St., Akron 16, Ohio
★HOE, R., & Co., Inc., 910 E. 138th St., New York 54
1
HOUSE, Chas. W., & Sons, Inc., 505 5th Ave., New York 17, N. Y.
★NOLAN Corporation, 1333 E. Dominick St., Rome, N. Y.
1 2 3 4 5
RUSSEL Products Co., 702 Harrison Bldg., Philadelphia 2, Pa.
2 3
STA-HI Corporation, 1020 Crocker St., Los Angeles 21, Cal.
1 2 3 4 5
STEREOTYPE Equipment Co., 2815 Irving Park Rd., Chicago 18, Ill.
UNITED States Rubber Co., Inc., 1230 Sixth Ave., New York 20, N. Y.

BLANKET WASH, OFFSET-LITHO

ANCHOR Chemical Co., 829 Bergen St., Brooklyn 16, N. Y.
BRADEN Saphin Ink Co., 3800 Chester Ave., Cleveland 14, Ohio
BRAZNEIL Co., 2227 Walnut St., Louis 3, Mo.
DRISCOLL, Martin, & Co., 610 Federal St., Chicago 5, Ill.
GREAT Western Printing Ink Co., 409 W. Sixth St., Portland 9, Ore.
LITHOMAT Corp., 58 Charles St., Cambridge, Mass.
PECK, James L. (Reg.), 47 High St., West Orange, N. J.
RAPID Roller Company, 2558 S. Federal St., Chicago 16, Ill.
★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 13, N. Y.
★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.

BLOWERS, CLEANING, PORTABLE

AMERICAN Blower Corp., 8111 Tireman St., Detroit 32, Mich.
BREUER Electric Mfg. Co., 5100 N. Ravenswood Ave., Chicago 40, Ill.
CLEMENTS Mfg. Co., 6671 S. Narragansett Ave., Chicago 38, Ill.
IDEAL Industries, Inc., 3069 Park Ave., Sycamore, Ill.
★PAASCH Airbrush Co., 1911 Diversey Parkway, Chicago 14, Ill.
WESTINGHOUSE Electric Corp., P. O. Box 868, Pittsburgh, Pa.

BLUE PRINT POWDER

METZGER, Alfred E., 30 Irving Place, New York 3, N. Y.

BOARD, CARD, BEVELLERS

ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.
CRAWLEY Book Machinery Co., 328 Keturah St., Newport, Ky.
DURBROW & Hearne, 12 Wooster St., New York 13, N. Y.
PLEGER, John J., Co., 613 W. 16th St., Chicago 16, Ill.

BOARD CUTTERS, ROTARY

ROBINSON, John T., Co., 1476 River St., Boston 36, Mass.
SOUTH Wabash Engineering Co., 2937 S. Wabash Ave., Chicago 16, Ill.
SWIFT, Geo. W., Jr., Inc., Bordentown, N. J.

BOILERS, STEREOTYPERS'

★HOE, R., & Co., Inc., 910 E. 138th St., New York 54, N. Y.
INTERNATIONAL Engineering Works, Inc., Waverly St., Framingham, Mass.

BOOK COVERING MACHINES

SHERIDAN, T. W. & C. B., Co., 129 Lafayette St., New York 13, N. Y.
SMYTH Mfg. Co., 9 Sigourney St., Hartford 6, Conn.

BOOK COVER ROUND CORNER TURNING-IN MACHINES

PLEGER, John J., Co., 613 W. 16th St., Chicago 16, Ill.

BOOK OVERSEWING MACHINES

OVERSEWING Machine Co., 368 Congress St., Boston 10, Mass.

BOOK SANDERS

OVERSEWING Machine Co., 368 Congress St., Boston 10, Mass.

BOOK SMASHER, COMPRESSOR

ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.
BERRY Machine Co., 716 N. First St., St. Louis 2, Mo.
★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5, Ohio
HOLLINGSWORTH, William, Machine Co., 227 Holiday St., Baltimore 2, Md.
★LAWSON, E. P., Co., Inc., 426 W. 33d St., New York 1, N. Y.
PLEGER, John J., Co., 613 W. 16th St., Chicago 16, Ill.
STANDARD Machinery Co., Mystic, Conn.

BOOK TRIMMING GUIDES

★CHALLENGE Machinery Co., Grand Haven, Mich.

BOOKBINDERS MACHINERY

ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.
ANDERSON, C. F., & Co., 3225 S. Calumet Ave., Chicago 16, Ill.
★CHALLENGE Machinery Co., Grand Haven, Mich.
CRAWLEY Book Machinery Co., Inc., 328 Keturah St., Newport, Ky.
FULLER, E. C., Co., Inc., 28 Reade St., New York 7, N. Y.
★GENERAL Binding Corp., 812 W. Belmont Ave., Chicago 14, Ill.
★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5, Ohio
HICKOK, W. O., Mfg. Co., 900 Cumberland St., Harrisburg, Pa.
HOLLINGSWORTH, Wm., Machine Co., 227 N. Holiday St., Baltimore, Md.
★JONES, James H., Co., 130 N. Clinton St., Chicago 6, Ill.
★LAWSON, E. P., Co., Inc., 426 W. 33d St., New York 1, N. Y.
MOORE, Kenneth J., & Co., 1778 W. Estes Ave., Chicago 26, Ill.
MULLER, Chas. A., Co., 153 Lafayette St., New York 13, N. Y.
★NYGREN-Dahly Co., 218 N. Jefferson St., Chicago
PEERLESS Roll Leaf Co., 4511 New York Ave., Union City, N. J.
PLEGER, John J., Co., 613 W. 16th St., Chicago 16, Ill.
ROBINSON, John T., Co., 1476 River St., Boston 36, Mass.
★ROSBACK, F. P., Co., Benton Harbor, Mich.
SHERIDAN, T. W. & C. B., Co., Inc., 133 Lafayette St., New York 13, N. Y.
SLADE, Hipp & Meloy, Inc., 119 W. Lake St., Chicago 1, Ill.
SMYTH Manufacturing Co., 9 Sigourney St., Hartford, Conn.
STANDARD Machinery Co., 12 Water St., Mystic, Conn.
STOLP-GORE Company, Inc., 123 S. Jefferson St., Chicago 6, Ill.

BOOKBINDERS SUPPLIES

1 Banding
2 Cloth
3 Leather and Imitations
3a Staples
4 Tape
5 Thread and Twine
1 2 3 4 5
★AIGNER, G. J., Co., 503 S. Jefferson St., Chicago 7, Ill.
2
CARPENTER, L. E., Co., Inc., 444 Frelinghuysen Ave., Newark 5, N. J.
2 3
CATTY-FRANZ Euler, H. D., Corp., 161 Sixth Ave., New York 13, N. Y.
2
COATED Textile Mills, Inc., Columbus & York Aves., Pawtucket, R. I.
3
CORKPAK Co., The, 45 South St., Mt. Vernon, N. Y.
3
DU PONT, E. I., de Nemours & Co., Fabricoid Div., Newburgh, N. Y.
GOODRICH, B. F., Co., 500 S. Main St., Akron 18, Ohio
3
GRIFFIN, Campbell, Hayes, Walsh, 48 E. 21st St., New York 10, N. Y.
1 2 3 4 5
GUMMED Tape & Devices Co., 1318 60th St., Brooklyn 19, N. Y.
4
HARTFORD Textile Co., 1441 Broadway, New York 18, N. Y.
2 3
HERWARD Fabrics Co., Walpole, Mass.
3
HOLLISTON Mills, Inc., Norwood, Mass.
2
HOPE Webbing Co., Pawtucket, R. I.
1
INTERLAKEN Mills, Fiskville, R. I.
2
LATEX Fiber Industries, Beaver Falls, N. Y.
MC LAUGHLIN, Wm. J., & Co., 913 Filbert St., Philadelphia 7, Pa.
2
MC LAURIN-JONES Co., Brookfield, Mass.
2 4
MARSHALL, Son & Wheelock, Inc., 82 Lincoln St., Boston, Mass.
2
MEYER, John C., Thread Co., 1449 Middlesex St., Lowell, Mass.
5
MIDLAND Sales & Mfg. Co., Oelwein, Iowa
3a
MID-STATES Gummed Paper Co., 2515 S. Damen Ave., Chicago 8, Ill.
3
RELIABLE Textile Company, 216 W. Adams St., Chicago 6, Ill.
2 5
SHOEMAKER, J. L., & Co., 15 S. Sixth St., Philadelphia 6, Pa.
3
SLADE, Hipp & Meloy, Inc., 119 W. Lake St., Chicago 1
1 2 3 4
SPRINGFIELD Coated Paper Corp., Camden, N. J.
3
ZAPON-Kerastol, Div. Atlas Powder Company, Stamford, Conn.
2 3

BOOKBINDERY SERVICES

1 Binding, Mechanical
2 Covers, All Kinds
3 Edition
4 Eyeletting
5 Indexing
6 Mounting; Finishing
7 Perforating
8 Punching, Drilling
1 2 3 4 5 6 7 8
★AIGNER, G. J., Co., 503 S. Jefferson St., Chicago 7, Ill.
2 4 5 7 8
ARVEY Corporation, 3642 N. Kimball Ave., Chicago 18, Ill.
6
★BROCK & Rankin, 619 S. LaSalle St., Chicago 5, Ill.
1 2 3
BURKHARDT Co., 547 W. Larned St., Detroit 26
1 2 3 4 5 7 8
★ENGDAHL Bindery, Inc., 1056 W. Van Buren St., Chicago 7, Ill.
3
FREEDMAN Die Cutters, Inc., 12 W. 20th St., New York 11, N. Y.
4 5 6
★GENERAL Binding Corporation, 812 W. Belmont Avenue, Chicago 14, Illinois
2
GOAT, Fred, Co., Inc., 314 Dean St., Brooklyn, N. Y.
GREGORY, Inc., 2929 S. Wabash Ave., Chicago 16, Ill.
6
SLOVES Mechanical Binding Co., 121 Varick St., New York 13, N. Y.
1 2 6 7 8
SWING-O-RING, Inc., 314 Dean St., Brooklyn 17, N. Y.
1
WILDER Index Co., 328 S. Jefferson St., Chicago 6, Ill.
1 4 5 7 8

BORDERING, SHEET, AND STENCIL SHEET DECORATING EQUIPMENT

KELLOGG, Div. American Brake Shoe Co., 99 Humboldt St., Rochester 9, N. Y.
 MARSH Stencil Machine Co., 707 E. B St., Belleville, Ill.
 ★PAASCHE Airbrush Co., 1911 Diversey Parkway, Chicago 14, Ill.

BORING, PLATE, MACHINES
(see Plate Shaving and Trimming Machines)**BOX AND CARTON MAKING MACHINERY, SET-UP AND FOLDING**

1 Box Dosing Machines
 2 Box Collapsing Machines
 3 Box Making (Set-Up) Machines
 4 Carton Forming, Lining, Filling, Folding, Closing, and Sealing Machines
 5 Case Printing Machines
 6 Case Sealing, Glue, Machines
 7 Case Sealing, Gummed Tape Machines

1 2 3 4 5 6 7
 ★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B. N. J.

★BECK, Charles, Corporation, 414 N. 13th St., Philadelphia 8, Pa.

BETTER Packages, Inc., Shelton, Conn.

BOSTICH, Westerly, R. I.

CHICAGO Box Machine Works, 1810 W. Grand Ave., Chicago 22, Ill.

GLOBE Mfg. Co., 2009 Kinsey St., Philadelphia 24, Pa.

GUMMED Tape & Devices Co., 1318 60th St., Brooklyn 19, N. Y.

HELLER Company, 2135 Superior Ave., Cleveland 14

HIGH Production Machine Co., 533 N. 11th St., Philadelphia 23, Pa.

HOBBS Mfg. Co., 26 Salisbury St., Worcester, Mass.

HOOPER, F. X., Co., Inc., Glen Arm, Md.

INMAN Manufacturing Co., Amsterdam, N. Y.

INTERNATIONAL Paper Box Machine Co., The, Nashua, N. Y.

INTERSTATE Folding Box Co., Middletown, Ohio

KIEFER, Karl, Machine Co., The, 919 Martin St., Cincinnati 2, Ohio

KNOWLTON, M. D., Co., 57 Clarissa St., Rochester 4, N. Y.

LANGSTON, Samuel M., Co., Camden, N. J.

MOORE, Kenneth J., & Co., 1778 W. Estes Ave., Chicago 26, Ill.

NASHUA Gummed & Coated Paper Co., Nashua, N. H.

NASHUA Package Sealing Co., Inc., Nashua, N. H.

NATIONAL Metal Edge Box Co., 334 N. 12th St., Philadelphia, Pa.

NEW JERSEY Machine Corp., 1800 Willow Ave., Hoboken, N. J.

PAPER Converting Machine Co., 601 Harvey St., Green Bay, Wis.

PARRY, Samuel R., Machine Co., 224 Mill St., Rochester 4, N. Y.

POTDEVIN Machine Co., 1221 38th St., Brooklyn 18, N. Y.

REDINGTON Company, F. B., 112 S. Sangamon St., Chicago 7, Ill.

REXFORD Paper Company, 1715 W. Canal St., Milwaukee 3, Wis.

ROBINSON, John T., Co., 1476 River St., Hyde Park, Mass.

ROSS, A. H., Company, Ludlow, Ky.

SEAL, Inc., Shelton, Conn.

SHERIDAN, T. W. & C. B., Co., 153 Lafayette St., New York 13, N. Y.

SPECIALTY Automatic Machine Co., 88 Gerrish Ave., Chelsea 50, Mass.

STANDARD Machinery Co., The, Mystic, Conn.

STANDARD Paper Box Machinery Co., 133 Bleeker St., New York 12, N. Y.

1 2 3 4 5 6 7
 STAUDE, E. G., Mfg. Co., 2675 University Ave., St. Paul, 4, Minn.

STOKES & Smith Co., Frankford, Philadelphia 24, Pa.

WILSEA Works, 371 St. Paul Ave., Rochester 5, N. Y.

YOUNG Engineering Co., 2741 Janssen Ave., Chicago 14, Ill.

BOXES, CARDBOARD, FOR STATIONERY AND PRINTED FORMS

BARGER Box Co., W. Beardsley Ave., Elkhart, Ind.

BRAKES, PRESS

★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B. N. J.

★CHANDLER & Price Co., The, 6000 Carnegie Ave., Cleveland 3, Ohio

CLINE Electric Mfg. Co., 400 W. Madison St., Chicago 6, Ill.

GENERAL Electric Co., 1 River Road, Schenectady 5, N. Y.

MARGACH Mfg. Co., 82 Beekman St., New York 7

★MILLER Printing Machinery Co., 1117 Reedsdale St., Pittsburgh 12, Pa.

STEPHENS, Sam'l., & Wickersham Quoin Co., 174 High St., Boston 10, Mass.

★VANDERCOOK & Sons, 900 N. Kilpatrick Ave., Chicago 51, Ill.

IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8, Ill.

MELIND, Louis, Company, 362 W. Chicago Ave., Chicago 10, Ill.

NATIONAL Roller Company, 307 Pearl St., New York 7, N. Y.

PAYVER Printing Machine Works, 600 S. Broadway, St. Louis 2, Mo.

TRIUMPH Equipment Engineers, 507 S. Fourth St., Minneapolis 15, Minn.

★VANDERCOOK & Sons, 900 N. Kilpatrick Ave., Chicago 51, Ill.

★VANDERCOOK & Sons, 900 N. Kilpatrick Ave., Chicago 51, Ill.

★VANDERCOOK & Sons, 900 N. Kilpatrick Ave., Chicago 51, Ill.

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★VANDERCOOK & Sons, 900 N. Kilpatrick Ave., Chicago 51, Ill.

★VANDERCOOK & Sons, 900 N. Kilpatrick Ave., Chicago 51, Ill.

BURNERS, GAS, ELECTROTYPERS' AND STEREOTYPERS' FURNACES

★HOE, R., & Co., 910 E. 138th St., New York 54, N. Y.

BURNISHERS, BOOKBINDERS' AND PHOTOENGRAVERS' (see Tools)**CABINETS, CASES, RACKS**

1 Cabinets, Galley
 2 Cabinets, Matrix (Type)
 3 Cabinets, Operators
 4 Cabinets, Page Storage
 5 Cabinets, Pressroom, Ink
 6 Cabinets, Storage
 7 Cabinets, Strip Rule
 8 Cabinets, Tool
 9 Cases, Type
 10 Chairs, Seats, Stools
 11 Desks
 12 Racks, Chase
 13 Racks, Drying
 14 Racks, Magazine, Type
 15 Racks, Press Roller

1 2 3 4 5 6 7 8 9 10 11
 12 13 14 15
 ★ACME Type Foundry, 633 Plymouth Court, Chicago 5, Ill.

ALLIED Steel Equipment Co., Lapeer, Mich.

★AMERICAN Steel Chase Co., 3131 48th Ave., Long Island City 1, N. Y.

ANDERSON, C. F., & Co., 3225 Calumet Ave., Chicago 16, Ill.

ANGLE Steel Stool Co., 127 Oak St., Plainwell, Mich.

BERGER Mfg. Co., Division Republic Steel Corp., Canton 5, Ohio

★CHALLENGE Machinery Co., Grand Haven, Mich.

EQUIPTO, Div. Aurora Eqt. Co., Aurora, Ill.

GLOBE-Wernicke Co., The, Ross and Carthage Ave., Norwood, Ohio

★HAMILTON Mfg. Co., Two Rivers, Wis.

★HAMMOND Machinery Builders, 1616 Douglas Ave., Kalamazoo 54, Mich.

HOBART Cabinet Co., Troy, Ohio

INTERNATIONAL Engineering Works, Inc., Waverly St., Framingham, Mass.

★LUDLOW Typograph Co., 2032 Clybourn Ave., Chicago 14, Ill.

LUDWIG-Duell Co., 30 Beckman St., New York 7

LYON Metal Products, Inc., 1134 Madison, Aurora, Ill.

★MERGENTHALER Linotype Co., 29 Ryerson St., Brooklyn 5, N. Y.

★MORGANS & Wilcox Mfg. Co., Middletown, N. Y.

★ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14, Ill.

RULEX Type Corp., 549 S. Wells St., Chicago 5, Ill.

STA-HI Corporation, 1020 Crocker St., Los Angeles 21

TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn N. Y.

THOMPSON Cabinet Company, Box 286, Ludington, Mich.

THOMPSON Type Founders, 1414 S. Harwood, Dallas 1, Texas.

1 2 6

CALENDAR PADS

COLUMBIAN Art Works, 1036 W. Juneau Ave., Milwaukee 3, Wis.

GLOBE Art Calendar Co., 3909 Martin St., Detroit 10

GOES Lithographing Co., 42 W. 61st St., Chicago, Ill.

★HOOVER, Joseph, & Sons, Market & 49th St., Philadelphia, Pa.

KETERLINUS Litho. Mfg. Co., Fourth & Arch Sts., Philadelphia 1, Pa.

SULLIVAN Printing Works, 1063 Gilbert Ave., Cincinnati, Ohio

★NEW Era Mfg. Co. Inc., 375 11th Ave., Paterson 4, N. J.

SMYTH Mfg. Co., Inc., The, 9 Sigourney St., Hartford 6, Conn.

FOREIGN SUBSCRIPTION RATES

THE INLAND PRINTER announces the following new rates on Pan-American and foreign subscriptions: Pan-American, 1 year, \$6; 2 years, \$10; 3 years, \$15. Foreign subscriptions are \$10 for one year; no two-year subscription rate; \$20 for three years.

WHEN WRITING SUPPLY FIRMS KINDLY MENTION

CALENDAR SLIDES MACHINES (see Tin Edging and Mounting Machines)

CAMERAS

★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B. N. J.
ANSCO, 40 Charles St., Binghamton, N. Y.
AURORA School of Photoengraving, Aurora, Mo.
CHEMCO Photoproducts Co., 230 W. 41st St., New York, N. Y.
★DOUTHITT Corp., The, 680 E. Fort St., Detroit 26, Michigan
GELB, Joseph, Co., 12 E. 32nd St., New York, N. Y.
★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5, Ohio
★HUEBNER Laboratories, 305 E. 46th St., New York 17, N. Y.
LANSTON Monotype Machine Co., Twenty-fourth at Locust, Philadelphia 3, Pa.
LEVY, Max, & Co., Wayne Ave. & Berkley St., Philadelphia 44, Pa.
ROBERTSON, R. R., 400 W. Madison St., Chicago 6
UNITED Camera Co., Inc., 1515 Belmont Ave., Chicago 13, Ill.
VALETTE Products, 215 W. Ohio St., Chicago, Ill.
WILLIAMS, Brown & Earle, 918 Chestnut St., Philadelphia, Pa.

CAMERA FLASHING LAMPS

★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B. N. J.
FOSTORIA Pressed Steel Corp., Fostoria, Ohio

CAMERAS, FOUR COLORS, ONE SHOT, ONE PLATE

★HUEBNER Laboratories, 305 E. 46th St., New York 17, N. Y.
★RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.

CANS, SAFETY

- 1 Indammable Liquids
- 2 Oily Waste or Wipers

1
AMERICAN Wood Type & Engraving Co., 270 Lafayette St., New York 12, N. Y.
2
ANGLE Steel Stool Company, 309 W. Oak St., Plainwell, Mich.
3
DIENER, Geo. W., Mfg. Co., 400 N. Monticello, Chicago, Ill.
4
★HOE, R., & Co., Inc., 910 E. 138th St., New York 34
5
IUSTRIE Mfg. Co., 2061 Southport Ave., Chicago 14
6
METZGER, Alfred E., 30 Irving Place, New York 3, N. Y.
7
PROTECTOSEAL Co., Inc., 1920 S. Western Ave., Chicago 8, Ill.
8
★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 13, N. Y.
9
SMITH, F. X., Co., 952 E. 93rd St., Brooklyn 12, N. Y.

CAPS, PAPER CUPS, MACHINES

YOUNG Engineering Co., 2741 N. Janssen Ave., Chicago 14, Ill.

CARBON INTERLEAVING EQUIPMENT

★CARB-N-SET Business Forms, 816 Ferguson Ave., Dayton 7, Ohio
★NEW Era Mfg. Co., 375 11th Ave., Paterson 4, N. J.

CARBON PAPER

AMERICAN Register Co., 565 W. Washington St., Chicago 6, Ill.
★CARB-N-SET Business Forms, 816 Ferguson Ave., Dayton 7, Ohio
★PHILIP Hano Co., Inc., 85 Sargeant St., Holyoke, Mass.
STAFFORD, S. S., Inc., 609 Washington St., New York 14, N. Y.
UNDERWOOD Corporation, 1 Park Ave., New York 16, N. Y.

CARBON-PROCESSING MACHINES

HAIDA Engineering Co., 3411 Vernon Blvd., Long Island City 1, N. Y.
ROTOGRAVURE Engineering Co., 299 Marginal St., East Boston 28, Mass.

CARBON TISSUE

NAGEL-Ryan Mfg. Co., 4363 Woodward Ave., Royal Oak, Mich.
NAZ-Dar Co., 469 Milwaukee Ave., Chicago 10, Ill.
STANDARD Process Corp., 734 W. Lexington St., Chicago 7, Ill.
UNDERWOOD Corporation, 1 Park Ave., New York 16, N. Y.

CARBON TISSUE LAYDOWN TRANSFER MACHINES

MOTTER'S, George F., Sons, 132 S. Pershing Ave., York, Pa.
STANDARD Process Corp., 734 W. Lexington St., Chicago 7, Ill.

CARBONS, ARC LAMP

★DOUTHITT Corporation, 680 E. Fort St., Detroit 26, Michigan
HUNT, Philip A., Co., 250 Russell St., Brooklyn 22, N. Y.
NATIONAL Carbon Co., 30 E. 42nd St., New York 17, N. Y.
★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.

CARD, INDEX, CUTTING MACHINES

YOUNG Engineering Co., 2741 Janssen Ave., Chicago 14, Ill.

CASE, BOOK, MACHINES

- 1 Case Back Forming
- 2 Case Bending
- 3 Case Feeding
- 4 Case Making
- 5 Case Back Smoothing

1 2 3 4 5
CRAWLEY Book Machinery Co., Newport, Ky.
2 3 4 5
MEYERS, L. W., Co., 1828 Milwaukee Ave., Chicago 47
1
PLEGER, John J., Co., 613 W. 16th St., Chicago 16, Ill.
2
SHERIDAN, T. W. & C. B., Co., 129 Lafayette St., New York 13, N. Y.
3 4
SMYTH Mfg. Co., The, 9 Sigourney St., Hartford 6, Conn.
1 2 3 4
STOLP-Gore, Inc., 710 W. Jackson Blvd., Chicago, Ill.

CASING-IN MACHINES, BOOK

SMYTH Mfg. Co., 9 Sigourney St., Hartford 6, Conn.

CASTERS, LEAD AND RULE (see Composing Machines and Supplies)

CASTERS, STEREOTYPE METAL INGOTS

★HOE, R., & Co., 910 E. 138th St., New York 34, N. Y.
MARKET Forge Co., 109 Garvey St., Everett 49, Mass.

CASTERS (Wheels) (see Trucks)

CASTING BOXES, STEREOTYPERS'

- 1 Curved Plate
- 2 Flat Plate
- 3 Vacuum

1 2 3
CURLE Mfg. Corp., 500 Sansome St., San Francisco
2
DUPLEX Printing Press Co., Battle Creek, Mich.
3
GOSS Printing Press Co., The, 1535 S. Paulina St., Chicago 8, Ill.
4
★HAMMOND Machinery Builders, Inc. 1604 Douglas Ave., Kalamazoo 54, Mich.
5
HESS & Barker, 212-22 S. Darien St., Philadelphia 7
6
HAMILTON Tool Co., The, 9th & Hanover Sts., Hamilton, Ohio
7
★HOE, R., & Co., Inc., 910 E. 138th St., New York 34
8
★MISSOURI-Central Type Foundry, 703 E. Murdock Ave., Wichita, Kansas
9
★NOLAN Corp., 1333 E. Dominick St., Rome, N. Y.
1
★SCOTT, Walter, & Co., Inc., 525 South Ave., Plainfield, N. J.
2
SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Cal.
3
STA-HI Corp., 1020 Crocker St., Los Angeles 21, Cal.
4
STEREOTYPE Equipment Co., 2815 Irving Park Rd., Chicago 18, Ill.
5
TRIUMPH Equipment Engineers, 507 St. 4th St., Minneapolis 15, Minn.
6
WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.
7
WOOD Newspaper Machinery Corp., 501 Fifth Ave., New York 17, N. Y.

CASTING MACHINES, STEREOTYPE

DUPLEX Printing Press Co., Battle Creek, Mich.
★HAMMOND Machinery Builders, Inc., 1604 Douglas Ave., Kalamazoo 54, Mich.
STEREOTYPE Equipment Co., 2815 Irving Park Rd., Chicago 18, Ill.
WOOD Newspaper Machinery Corp., 501 Fifth Ave., New York 17, N. Y.

CATALOGUE COVERING MACHINES

PLEGER, John J., Co., 613 W. 16th St., Chicago 16
SHERIDAN, T. W. & C. B., Co., 129 Lafayette St., New York 13, N. Y.

CELLULOID TABBING MACHINES

★NYGREN-Dahly Co., 218 N. Jefferson St., Chicago 6

CELLULOSE SHEET PROTECTORS

★AIGNER, G. J., Co., 503 S. Jefferson St., Chicago 7
MELIND, Louis, Co., 362 W. Chicago Ave., Chicago 10
ROSCO Laboratories, 367 Hudson Ave., Brooklyn 1

CELLULOSE V SHEET HOLDERS

★AIGNER, G. J., Co., 503 S. Jefferson, Chicago 7, Ill.

CHALK PLATE STEREOTYPE PROCESS

HOKE Engraving Plate Co., 1024 Park Ave., St. Louis 4

CHASES

★AMERICAN Steel Chase Co., 31 48th Ave., Long Island City 1, N. Y.
BLATCHFORD, E. W., Co., 63 Park Row, New York 7
GOSS Printing Press Co., 1535 S. Paulina St., Chicago 8, Ill.
★HOE, R., & Co., Inc., 910 E. 138th St., New York 34
MISSOURI-Central Type Foundry, 703 E. Murdock Ave., Wichita 3, Kan.
OVERSEWING Machine Co., 368 Congress St., Boston, Mass.
★PRINTING Machinery Co., The, 436 Commercial Sq., Cincinnati 2, Ohio
SANDBLOM Steel Chase Co., 426 S. Clinton St., Chicago 7, Ill.
SPEEDY Machinery Co., 1477 S. W. 3rd St., Miami 35
WOOD Newspaper Machinery Corp., 501 Fifth Ave., New York 17, N. Y.

CHEMICALS

- 1 Electrotyping
- 2 Gravure
- 3 Offset-Litho
- 4 Photo-engraving

1 2 3 4
BRADEN-Sutphin Ink Co., 3800 Chester Ave., Cleveland 14, Ohio
5
★CENTRAL Compounding Co., 1718 N. Damen Ave., Chicago 47, Ill.
6
CHEMCO Photoproducts Co., 230 W. 41st St., New York 18, N. Y.
7
CRONITE Co., 35 Park Pl., New York 7, N. Y.
8
★DAVIDSON Mfg. Corp., 1020 W. Adams St., Chicago 7, Ill.
9
DEFENDER Photo Supply Co., Inc., 666 Driving Pk. Ave., Rochester 13, N. Y.
1
DIVISION Lead Co., 836 W. Kinzie St., Chicago 22
2
DOM, G. C. Supply Co., 125 E. Pearl St., Cincinnati
3
★DOUTHITT Corporation, 680 E. Fort St., Detroit 26, Michigan
4
DU PONT, E. I. de Nemours & Co., Inc., Wilmington, Del.
5
★EASTMAN Kodak Co., 343 State St., Rochester 4 N. Y.
6
FEDERAL Mining & Mfg. Co., 222 Kearney Ave., Jersey City 4, N. J.
7
FUCHS & Lang Mfg., Gen. Prtg. Ink Div., Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.
8
★GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn 1, N. Y.
9
HALOID Co., 6 Haloid St., Rochester 3, N. Y.
1
★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5
2
HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 11
3
★HUNT, Philip A., Co., 253 Russell St., Brooklyn, N. Y.
4
★INTERNATIONAL Printing Ink, 350 Fifth Ave., New York 1, N. Y.
5
LAMOTTE Chemical Products Co., Towson 4, Baltimore, Md.
6
LePAGE'S, Inc., 144 Essex Ave., Gloucester, Mass.
7
★LITHO Chemical & Supply Co., 63 Park Row, New York 7, N. Y.

1 2 3 4
LITHO Equipment & Supply Co., 216 W. Ohio St., Chicago 10, Ill.
LITHOMAT Corp., 58 Charles St., Cambridge, Mass.
MALLINCKRODT Chemical Works, 2nd & Mallinckrodt Sts., St. Louis 7, Mo.
MERCK & Co., Inc., Rahway, N. J.
MERIX Chemical Co., 712 Wrigley Bldg., Chicago 11
METZGER, Alfred E., 30 Irving Place, New York 3
MONOMELT Co., Inc., 1611 Polk St., N. E., Minneapolis 13, Minn.
MOORE Laboratories, 70 W. Montcalm, Detroit 1
PHILLIPS & Jacobs, 622 Race St., Philadelphia 6
PITMAN, Harold M., Co., 51st Ave., & 33rd St., Chicago 50, Ill.
★ROBERTS & Porter, Inc., 402 S. Market St., Chicago 7, Ill.
ROGERS Isinglass & Glue Co., 219 Eastern Ave., Gloucester, Mass.
SENEFELDER Co., Inc., 32 Greene St., New York 13
★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 13, N. Y.
★SINCLAIR & Valentine Co., 611 W. 129th St., New York 17, N. Y.
★UNITED American Metals Corp., 200 Diamond St., Brooklyn 22, N. Y.

CHUCKS (Non-returnable cores) PAPER ROLL

STA-HI Corp., 1020 Crocker St., Los Angeles 1, Cal.

CLEANER, HAND

ANCHOR Core Economy Soap Co., Box 390, Wheaton, Ill.
BRECK, John H., Inc., 115 Dwight St., Springfield 3, Mass.
★CROMWELL Paper Co., 4801 Whipple St., Chicago 32, Ill.
FEDERAL Mining & Mfg. Co., 22 Kearney Ave., Jersey City 4, N. J.
LITHOMAT Corp., 58 Charles St., Cambridge 41, Mass.
SCHULTZ Laboratories, Boone, Iowa

CLEANER, NUMBERING MACHINE

LINDEN Chemical Products Co., 523 15th St., Des Moines 14, Iowa

CLEANER, PRINTING PRESS

ANCHOR Chemical Co., 829 Berger St., Brooklyn 16, N. Y.
CHALMERS Chemical Co., 123 Chestnut St., Newark 5, N. J.
DIVISION Lead Company, 836 W. Kinzie St., Chicago 22, Ill.
FEDERAL Mining & Mfg. Co., 222 Kearney Ave., Jersey City 4, N. J.
HILL-Hentschel Company, 3928 Clayton Ave., St. Louis 10, Mo.
MERIX Chemical Company, 712 Wrigley Bldg., Chicago 11, Ill.
PIERCE & Stevens, Inc., 710 Ohio St., Buffalo 3, N. Y.
★SINCLAIR & Valentine Co., 611 W. 129th St., New York 27, N. Y.

CLEANING OUTFIT FOR PATENT BASE

ANCHOR Chemical Co., Inc., 829 Bergen St., Brooklyn 16, N. Y.
★PRINTING Machinery Co., The, 436 Commercial Square, Cincinnati 2, Ohio
TROJAN Products Co., Dept. 53 W. Jackson Blvd., Chicago 2, Ill.

COATING MACHINES (Cylinder-Roller) (Lacquer and Varnish)

CHAMBERS Brothers Co., 52nd and Media Sts., Philadelphia, Pa.
★CHAMPLAIN Co., Inc., 88 Llewellyn Ave., Bloomfield, N. J.
CHRISTENSEN Machine Co., 100 Fourth St., Racine, Wis.
★DEXTER Folder Co., Pearl River, N. Y.
★EMBOSOGRAF Process Co., Inc., 251 William St., New York, N. Y.
HAIDA Engineering Co., 34-11 Vernon Blvd., Long Island City 1, N. Y.
HOHWELER Machinery & Engineering Co., 34 Lincoln Highway, Morrisville, Pa.
HOLLINGSWORTH, William, Machine Co., 227 Holiday St., Baltimore 2, Md.
HOOPER, F. X., Glen Co. Arm, Md.
HUDSON-Sharp Machine Co., Green Bay, Wis.
INTERNATIONAL Paper Box Machine Co., 315 Main St., Nashua, N. H.
KIDDER Press Co., Inc., Dover, N. H.
KNOWLTON, M. D., Co., 57 Clarissa St., Rochester 4, N. Y.

★NAZ-Dar Co., 469 Milwaukee Ave., Chicago 10, Ill.
NORWOOD Engineering Co., Florence, Mass.
POTDEVIN Machine Co., 1226 38th St., Brooklyn 18, N. Y.
ROTOGRAVURE Engineering Corp., 299 Marginal St., East Boston 28, Mass.
STANDARD Process Corp., 734 W. Lexington St., Chicago, Ill.
WAGNER, Chas., Litho Machinery Co., 51 Park Ave., Hoboken, N. J.
WALDRON, John, Corp., New Brunswick, N. J.

COATING MACHINES (Wax and Hot Melt—Thermoplastic)

ACME Pattern & Machine Co., 1559 Niagara St., Buffalo 13, N. Y.
CONTAINER Equipment Corp., Newark, N. J.
DOW Chemical Co., Midland, Mich.
GELLMAN Mfg. Co., Rock Island, Ill.
HAIDA Engineering Co., 34-11 Vernon Blvd., Long Island City, N. Y.
HUDSON Sharp Machine Co., Green Bay, Wis.
INTERNATIONAL Paper Box Machine Co., The, Nashua, N. H.
KNOWLTON, M. D., Co., 57 Clarissa St., Rochester 4, N. Y.
★PAASCHE Airbrush Co., 1909 Diversey Parkway, Chicago 14, Ill.
POTDEVIN Machine Co., 1226 38th St., Brooklyn 18, N. Y.
ROTOGRAVURE Engineering Co., 299 Marginal St., East Boston 28, Mass.
STANDARD Process Corp., 734 W. Lexington St., Chicago 7, Ill.
WALDRON, John, Corp., New Brunswick, N. J.

COLLATING AND GATHERING EQUIPMENT

★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 8, N. J.
BARKLEY & Dexter, 528 Commonwealth Ave., Boston 13, Mass.
★CARB-N-SET Business Forms, 816 Ferguson Ave., Dayton 7, Ohio
CHICAGO Machinery Laboratory, 2719 S. Poplar Ave., Chicago 8, Ill.
CHRISTENSEN Machine Co., The, 100 Fourth St., Racine, Wis.
★DEXTER Folder Co., Pearl River, N. Y.
DUDLEY, Kenneth E., Co., Box 806, Hagerstown, Md.
HAMILTON Tool Co., 9th & Hanover Sts., Hamilton, Ohio
LOW, John M., & Co., 223 W. Madison St., Chicago 6
★NEW Era Mfg. Co., 375 Eleventh Ave., Paterson 4, N. J.
PADDY Machine Co., 610 Atlantic Ave., Boston, Mass.
PLEGER, John J., Co., 613 W. 16th St., Chicago 16, Ill.
★ROSBACK, F. P., Co., 5th & Park Sts., Benton Harbor, Mich.
SHERIDAN, T. W. & C. B., Co., 129 Lafayette St., New York 13, N. Y.
★UNIVERSAL Jogger Co., 322 S. Fourth St., Minneapolis 15, Minn.

COLOR FILTERS

ANSCO, 40 Charles St., Binghamton, N. Y.
DEFENDER Photo Supply Co., Inc., 666 Driving Pk. Ave., Rochester 13, N. Y.
DU PONT, E. I. de Nemours Photo Products Dept., 1428 Nemours Bldg., Wilmington 98, Del.
★EASTMAN Kodak Co., 343 State St., Rochester 4, N. Y.
GOERZ American Optical Co., C. P., 317 E. 34th St., New York 16, N. Y.
LANSTON Monotype Machine Co., 24th & Locust St., Philadelphia 3, Pa.
ROSSCO Laboratories, 367 Hudson Ave., Brooklyn 1 WILLIAMS, Brown & Earle, 918 Chestnut St., Philadelphia, Pa.

COLOR SEPARATION PROCESS

BEATTIE Process Camera Co., 210 Fulton St., New York 8, N. Y.
★HUEBNER Laboratories, 303 E. 46th St., New York 17, N. Y.
LONG Engineering Research Co., 1000 Wheatshaf Rd., Linden, N. J.
MERIX Chemical Co., 712 Wrigley Bldg., Chicago 11

COLOR SYSTEMS

ALLCOLOR Co., 527 Fifth Ave., New York 17, N. Y.
ANSCO, 40 Charles St., Binghamton, N. Y.
BEATTIE Process Camera Co., 210 Fulton St., New York 8, N. Y.
COLORGRAPH Process Co., 241 E. Illinois St., Chicago 11, Ill.
CRAFTINT Mfg. Co., 210 St. Clair Ave., N. W., Cleveland 13, Ohio
★HUEBNER Laboratories, 303 E. 46th St., New York 17
MUNSELL Color Co., 10 E. Franklin St., Baltimore, Md.

COMPOSING AND MAKEUP STICKS

★HOE, R., & Co., Inc., 910 E. 138th St., New York 54
★LUDLOW Typograph Co., 2032 Clybourn Ave., Chicago 14, Ill.
★ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14, Ill.

COMPOSING MACHINES and SUPPLIES

1 Casters, Lead, Rule, Strip & Base
2 Casters, Slug
3 Cleaners for Matrices
4 Cleaners for Plungers
5 Cleaners for Spacebands
6 Cross Rule Machines
7 Gas Governors
8 Graphite and Graphited Oils
9 Keyboards
10 Matrices
11 Mold Coolers
12 Monotype Storage Eqp.
13 Parts and Supplies
14 Perforators, Keyboard Tape
15 Saw, Odd-Measure
16 Slug Shears
17 Slug Surfacing Machines
18 Spaceband Polisher
19 Tabular Systems
20 Type Casters
21 Type Setting
22 Wipers, Mouthpiece
23 Wipers, Spaceband
24 Elrod Rule Bench
25 Liners, Extensible

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25
AUTOMATIC Saw Sharpening Co., 735 E. Ohio St. Indianapolis 2, Ind.

★BALTIMORE Type & Composition Corp., 15 S. Frederick St., Baltimore, Md.

BOOTH, E. A., Rubber Co., Rockefeller Bldg., Cleveland 13, Ohio

CORK PAK Co., 45 South St., Mt. Vernon, N. Y.

CURL Mfg. Corp., 500 Sansome St., San Francisco, Cal.

DELGASS & Co., 60 E. 42nd St., New York 17, N. Y.

DIXON, Joseph, Crucible Co., Jersey City, N. J.

★HAMMOND Mach. Builders, Inc., 1616 Douglas Ave., Kalamazoo 54, Mich.

IMPRINT Matrix Co., Moravian Falls, N. C.

INDEPENDENT Electric Machinery Co., 300 Southwest Blvd., Kansas City 8, Mo.

★INTERTYPE Corporation, 360 Furman St., Brooklyn 2, N. Y.

L. & W. Service Co., 140 Orange St., Providence, R. I.

LANSTON Monotype Machine Co., 24th at Locust Philadelphia 3, Pa.

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
LINOTYPE Parts Co., Weatherly, Pa.

★LUDLOW Typograph Co., 2032 Clybourn Ave., Chicago 14, Ill.

★MERCENTHALER Linotype Co., 29 Ryerson St., Brooklyn 5, N. Y.

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
MILWAUKEE Saw Trimmer Corp., 612 E. Clybourn St., Milwaukee 2, Wis.

MOHR Lino-Saw Co., 126 N. Union Ave., Chicago 6

MONOMELT Co., Inc., 1611 Polk St. N. E., Minneapolis 13, Minn.

MONTGOMERY & Co., 132 N. Main St., Towanda, Pa.

ROSS-AD Seal, Inc., 738 Lord St., Indianapolis 2, Ind.

★ROUSE, H. B., & Co., 2214 North Wayne Ave., Chicago 14, Ill.

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
RULEX Type Corp., 549 S. Wells St., Chicago 5, Ill.

★STEVENSON, Ashton G., Ponce de Leon, Fla.

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
SUPERIOR Flake Graphite Co., 33 S. Clark St., Chicago 3, Ill.

★UNIVERSAL Mono-Tabular Corp., 418 N. St. Paul St., Dallas 1, Texas

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
WELLS & Co., 536 South Clark, Chicago 3, Ill.

WIEBKING Engraving Co., 1133 W. Newport Ave., Chicago 13, Ill.

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
CONTACT PRINTING MACHINES

(See Printing Frames)

CONTINUOUS DESIGN ROLLERS (Cylinders—Anilin Printing)

AMERICAN Wringer Co., 121 Clinton St., Woonsocket, R. I.
MATTHEWS, Jas. H., & Co., 3951 Forbes St., Pittsburgh 13, Pa.
MOSSTYPE Corp., 33 Flatbush Ave., Brooklyn 17, N. Y.

CONTINUOUS TRIMMERS, BOOK AND MAGAZINE

★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5
SHERIDAN, T. W. & C. B., 129 Lafayette St., New York 13, N. Y.
SMYTH Mfg. Co., 9 Sigourney St., Hartford 6, Conn.

CONVEYORS (Also see Trucks)

BALDWIN, James L. & Co., 28 S. Clinton St., Chicago 6
CLINE Electric Mfg. Co., 400 W. Madison St., Chicago 6, Ill.
CRONITE Co., 35 Park Pl., New York 7, N. Y.
CUTLER-Hammer, Inc., 315 N. 12th St., Milwaukee 1
JAMPOL, The Co., 728 61st St., Brooklyn, N. Y.
KOHLER Systems Co., The, 159 E. Chicago Ave., Chicago 11, Ill.
LAMSON Corp., 250 Lamson St., Syracuse 1, N. Y.
LINK-Belt Company, 300 W. Pershing Road, Chicago 9, Ill.
MARKET Forge Co., 109 Garvey St., Everett 49, Mass.
RICHARDS-Wilcox Mfg. Co., Aurora, Ill.
SHAW Box Co., Muskegon, Mich.
WOOD Newspaper Machinery Corp., 501 Fifth Ave., New York 17, N. Y.
YALE & Towne Mfg. Co., 4530 Tacony St., Philadelphia, Pa.

COOLER PRESS (For Straightening Buckled or Warped Zinc Plates)

EDES Mfg. Co., Plymouth, Mass.

COOLING TABLES

MONOMELT Co., Inc., 1611 Polk St. N. E., Minneapolis 13, Minn.
STEREOTYPE Equipment Co., 2815 Irving Park Rd., Chicago, Ill.

COPPERPLATE PRINTING EQUIPMENT AND SUPPLIES

CRONITE Co., The, 35 Park Pl., New York 7, N. Y.
IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8, Ill.
SNYDER, W. H., Co., 88 Walker St., New York 13

COPY FITTING SYSTEMS (See Gauges and Testing Instruments)

CORDS AND TASSELS, TYING

HELMUS, G., & Sons, Inc., 648 Broadway, New York 7

CORRECTING MACHINES, STEREOTYPERS'

★PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio

COUNTERS, DATERS, NUMBERING MACHINES AND HEADS

1 Counter and Marker
2 Counters, Folding Machine
3 Counters, Paper Pad
4 Counters, Press
5 Daters
6 Numbering Machines
7 Numbering Machine Cleaners
8 Paging and Numbering Machines, Bindery
9 Rotary Numbering Heads
1 2 3 4 5 6 7 8 9
ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.
AMERICAN Numbering Machine Co., 224 Shepherd Ave., Brooklyn, N. Y.
BEALL, Jack, 641 S. Dearborn St., Chicago 5, Ill.
CELLUSUEDE Products, Inc., 500 N. Madison St., Rockford, Ill.
DURANT Mfg. Co., Inc., 1979 N. Buffum St., Milwaukee 1, Wis.
FORCE, Wm. A., & Co., Inc., 216 Nichols Ave., Brooklyn 8, N. Y.
HICKOK, W. O., Mfg. Co., 9th & Cumberland Sts., Harrisburg, Pa.
6 8 9

1 2 3 4 5 6 7 8 9
HOOLE Machine & Engraving Works, Inc., 30 Main St., Brooklyn, N. Y.

MAXSON Automatic Machinery Co., 98 Granite St., Westerly, R. I.

★McADAMS, John, & Sons, 20 Knight St., Norwalk, Conn.

MELIND, Louis, Co., 362 W. Chicago Ave., Chicago 10

★NYGREN-Dahly Co., Inc., 218 N. Jefferson St., Chicago, Ill.

PRODUCTION Instrument Co., 704 W. Jackson Blvd., Chicago 6, Ill.

REDINGTON, F. B., Co., 112 S. Sangamon St., Chicago 7, Ill.

★ROBERTS Numbering Machine Co., 694 Jamaica Ave., Brooklyn 8, N. Y.

VEEDER-Root, Inc., Sargent & Garden Sts., Hartford 2, Conn.

★WETTER Numbering Machine Co., Atlantic Ave. & Logan St., Brooklyn 8, N. Y.

COUPLERS, BELT AND TAPE

CLIPPER Belt Lacer Co., 974 Front Ave., N. W., Grand Rapids 2, Mich.
CORKPAK Co., Inc., 45 South St., Mt. Vernon, N. Y.
★HOE, R., & Co., Inc., 910 E. 138th St., New York 54
★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 13, N. Y.

COVERS, ALL KINDS

★BROCK & Rankin, 619 S. LaSalle St., Chicago 5, Ill.
BURKHARDT Co., 347 W. Larned St., Detroit 26
GREGGORY, Inc., 2929 S. Wabash Ave., Chicago 16
SMITH, S. K., Co., 2857 N. Western Ave., Chicago 18
SPEED Products Co., 37-18 Northern Blvd., Long Island City 1, N. Y.

CREASING, CRIMPING, SCALLOPING AND SCORING MACHINES

1 Creasing and Scoring
2 Crimping
3 Scalloping
4 Scoring
1 2 3 4
HOOPER, F. X., Co., Inc., Glen Arm, Md.
1 JACQUES, John, & Son, 93 Webster St., Worcester, Mass.
4 LESTER & Wasley Co., Inc., 282 Franklin St., Norwich, Conn.
1 ★NYGREN-Dahly Co., 218 N. Jefferson St., Chicago 10
4 OVERSEWING Machine Co., 368 Congress St., Boston, Mass.
4 ROBINSON, John T., Co., 1476 River St., Hyde Park, Mass.
1 ★ROSBACH, F. P., Co., 5th & Park Sts., Benton Harbor, Mich.
1 2 STAUBE, E. G., Mfg. Co., 2675 University Ave., St. Paul, Minn.
4

CURVED PLATE SHAVERS, PROVERS, REFORMERS, etc.

★COTTRELL, C. B., & Sons, 25 E. 26th St., New York 10, N. Y.
ELGIN Bending Machine Co., 320 E. Chicago St., Elgin, Ill.
GOSS Printing Press Co., 1535 S. Paulina, Chicago 8
★HOE, R., & Co., Inc., 910 E. 138th St., New York 54
OSTRANDER-Seymour Co., 4026 W. Lake St., Chicago 24, Ill.
WESEL Mfg. Co., 411 Gilligan St., Scranton, 1, Pa.
WOOD Newspaper Mchry. Corp., 501 Fifth Ave., New York 17, N. Y.

CUT STORAGE FILE

DANDY Storage File Co., Wausau, Wis.
EQUIPTO, Div. Aurora Equipment Co., Aurora, Ill.
★HAMILTON Mfg. Co., Two Rivers, Wis.

CUTTERS—LEAD, RULE, SLUG (Also see Paper Cutters, Roll Leaf Cutters.)

★AMERICAN Steel Chase Co., 3131 48th Ave., Long Island City 1, N. Y.
CRAFTSMEN Machinery Co., 575 Atlantic Ave., Boston 10, Mass.
HELMOLD, J. F., & Brothers, 1462 W. Shakespeare Ave., Chicago 14, Ill.
★HOE, R., & Co., Inc., 910 E. 138th St., New York 54
★MISSOURI-Central Type Foundry, 703 E. Murdock Ave., Wichita 3, Kan.

PAVVER Printing Machine Works, 600 S. Broadway St. Louis 2, Mo.
★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.
★ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14, Ill.
TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn, N. Y.

CUTTING AND CREASING PRESSES, FLATBED CYLINDER

BABCOCK Printing Press Corp., 38 Pequot St., New London, Conn.
★COTTRELL, C. B., & Sons, Co., 25 E. 26th St., New York 10, N. Y.
★MIEHLE Printing Press & Mfg. Co., 14th St. & S. Damen Ave., Chicago 8, Ill.
★MILLER Printing Mchry. Co., 1117 Reedsdale St., Pittsburgh 12, Pa.
★SCOTT, Walter, & Co., Inc., 525 South Ave., Plainfield, N. J.

CUTTING AND CREASING PRESSES, PLATEN

★BRANDTJEN & Kluge, Inc., Como at Gaultier St., St. Paul, Minn.
★CHANDLER & Price Co., 6000 Carnegie Ave., Cleveland 3, Ohio
★MILLER Printing Mchry. Co., 1117 Reedsdale St., Pittsburgh 12, Pa.
THOMSON-National Press Co., Inc., Dean Ave., Franklin, Mass.

CUTTING-OFF MACHINES, CURVED STEREOTYPE PLATES

GOSS Printing Press Co., 1535 S. Paulina, Chicago 8
★HOE, R., & Co., Inc., 910 E. 138th St., New York 54

CYLINDER GRINDING AND POLISHING EQUIPMENT, GRAVURE

★HOE, R., & Co., Inc., 910 E. 138th St., New York 54
NAGEL-Ryan Mfg. Co., 4363 Woodward Ave., Royal Oak, Mich.
STANDARD Process Corp., 734 W. Lexington St., Chicago 7, Ill.

CYLINDER MAKING EQUIPMENT, LETTERPRESS, GRAVURE AND OFFSET LITHOGRAPHY BY DIRECT PROJECTION (Including Continuous Design and Step and Repeat)

★HUEBNER Laboratories, 305 E. 46th St., New York

CYLINDER MARKING MACHINES, ROTOGRAVURE

★HOE, R., & Co., 910 E. 138th St., New York 54

CYLINDER PLATING AND POLISHING, GRAVURE, FOR THE TRADE

MODEL Engraving Corp., 320 W. 46th St., New York 19, N. Y.
STANDARD Process Corp., 734 W. Lexington St., Chicago 7, Ill.

CYLINDER, ROTARY AND PLATEN PRESS DRAWSHEETS AND TYMPANS (Also see Blankets)

1 Blankets, Embossing, Felt
2 Drawsheets and Tympan, Paper, Commercial (Also see Paper Index)
3 Drawsheets, Newspaper
4 Jackets and Tympan other than Paper
5 Underpacking
1 2 3 4 5
ACME Press Blanket Co., 3900 Sheridan Rd., Chicago 13, Ill.
1 2 3 4 5
BAKELITE Corp., Div. Union Carbide & Carbon Corp., 30 E. 42nd St., New York, N. Y.
CARBORUNDUM Co., Niagara Falls, N. Y.
4 CORKPAK Company, Inc., 45 South St., Mount Vernon, N. Y.
1 2 3 4 5
CROMWELL Paper Co., 4801 S. Whipple St., Chicago 32, Ill.
DISSTON, Henry, & Sons, Inc., Unruh & Milnor Sts., Philadelphia 35, Pa.
4 GOODYEAR Tire & Rubber Co., 1144 E. Market St., Akron 16, Ohio
3 4 5
GOSS Printing Press Co., 1535 S. Paulina St., Chicago 8, Ill.
1 2 3 4 5
★HOE, R., & Co., Inc., 910 E. 138th St., New York 54

1 2 3 4 5
 MINNESOTA Mining & Mfg. Co., 900 Fauquier Ave.,
 St. Paul 6, Minn.
 2
 RALY A Saw Corp., 109 W. 2nd St., Cincinnati 2, Ohio
 4
 RAPID Roller Co., 2538 S. Federal St., Chicago 16, Ill.
 3 4
 TINGUE, Brown & Co., 114 E. 23rd St., New York 10
 3
 TRIPLET Gauge, 1 Dover St., New York 7, N. Y.
 2
 UNITED States Rubber Co., 1230 Sixth Ave., New
 York 20, N. Y.
 4 5

CYLINDER, SLEEVE AND PLATE MAK- ING, GRAVURE, FOR THE TRADE

BECK Engraving Co., 7th & Sansome Sts., Philadel-
 phia, Pa.
 ★CHAMPLAIN Co., Inc., 88 Llewellyn Ave., Bloom-
 field, N. J.
 GRAVURE Process Co., 4179 Belmont Ave., Chicago
 41, Ill.
 ★HUEBNER Laboratories, 305 E. 46th St., New York 17
 INTAPRINT, Div. Miehle Ptg. Press & Mfg. Co.,
 Metropolitan Bldg., Long Island City, N. Y.
 LINOTONE Corporation, 1911 Park Ave., New York
 19, N. Y.
 ★ROTOGRAVURE Engineering Co., 299 Marginal
 St., East Boston 28, Mass.

CYLINDERS, SLEEVES AND PLATES (Gravure)

ATLANTIC Zinc Works, 210 Van Brunt St., Brook-
 lyn 31, N. Y.
 ★CHAMPLAIN Co., Inc., 88 Llewellyn Ave., Bloom-
 field, N. J.
 EDES Manufacturing Company, Plymouth, Mass.
 GENERAL Printing Machinery Corp., 29 Ryerson St.,
 Brooklyn 5, N. Y.
 HUSSEY & Co., C. G., 2850 Second Ave., Pittsburgh
 LINOTONE Corporation, 1911 Park Ave., New York
 19, N. Y.
 NAGEL-Ryan Mfg. Co., 4363 Woodward Ave., Royal
 Oak, Mich.
 REVERE Copper & Brass, Inc., 230 Park Ave., New
 York, N. Y.
 ★ROTOGRAVURE Engineering Co., 299 Marginal
 St., East Boston 28, Mass.
 STANDARD Process Corp., 734 W. Lexington St.,
 Chicago 7, Ill.

CYLINDERS, STEEL, LETTERPRESS

WESTERN Printing Machinery Co., 430 S. Green St.,
 Chicago 7, Ill.

CYLINDERS, STEEL AND COPPER, PHOTOMECHANICALLY ENGRAVED (Including Step and Repeat and Con- tinuous Design)

LINOTONE Corporation, 1911 Park Ave., New York



DAMPENING AIDS, OFFSET-LITHO

GEGENHEIMER, Wm., Inc., 78 Roebing St., Brook-
 lyn 1, N. Y.
 INTERNATIONAL Press Cleaner & Mfg. Co., Inc.,
 112 Hamilton Ave., Cleveland 4, Ohio
 ★SINCLAIR and Valentine Co., 611 W. 129th St.,
 New York 27, N. Y.

DAMPENING ROLLER COVER

FOTOPLATE Co., 32 Oxford St., Newark 5, N. J.
 GODFREY Roller Co., 211 N. Camac St., Philadelphia
 7, Pa.
 LITHOMAT Corp., 58 Charles St., Cambridge 41,
 Mass.
 ★SINCLAIR and Valentine Co., 611 W. 129th St., New
 York 27, N. Y.

DARK ROOM EQUIPMENT

CHEMCO Photoproducts Co., 230 W. 41st St., New
 York, N. Y.
 ★DOUTHITT Corp., The, 680 E. Fort St., Detroit 26,
 Michigan
 ★EASTMAN Kodak Co., 343 State St., Rochester 4,
 N. Y.
 KELLOGG, Div. American Brake Shoe Co., 99 Hum-
 boldt St., Rochester 9, N. Y.
 LANSTON Monotype Machine Co., Twenty-fourth at
 Locust, Philadelphia 3, Pa.
 LITHO Equipment & Supply Co., 215 W. Ohio St.,
 Chicago 10, Ill.
 PITMAN, Harold M., Co., 51st Ave. & 33rd St., Chi-
 cago 30, Ill.
 ROBERTSON, R. R., 400 W. Madison St., Chicago 6
 WILLIAMS, Brown & Earle, Inc., 918 Chestnut St.,
 Philadelphia 7, Pa.
 ★ZARKIN Machine Co., 335 E. 27th St., New York 16

DECKLE-EDGING MACHINES

LESTER & Wasley Co., Inc., The, 282 Franklin St.,
 Norwich, Conn.

DEEP ETCH METHODS, OFFSET LITHO, AND SUPPLIES

1 Methods
 2 Supplies
 1 2
 ANCHOR Chemical Co., Inc., 829 Bergen St., Brook-
 lyn 16, N. Y.
 ★GAETJENS, Berger & Wirth, 35 York St., Brooklyn
 ★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5
 1 2
 HILL-Henschel Co., 3928 Clayton Ave., St. Louis, Mo.
 2
 ★INTERNATIONAL Printing Ink Corp., 16th Fl.,
 Empire State Bldg., New York 1, N. Y.
 2
 LE PAGE'S, Inc., Gloucester, Mass.
 2
 PHILLIPS & Jacobs, 622 Race St., Philadelphia 6, Pa.
 2
 PITMAN, Harold M., Co., 51st Ave. & 33rd St., Chi-
 cago 30, Ill.
 1 2
 ★ROBERTS & Porter, Inc., 402 S. Market St., Chi-
 cago 7, Ill.
 2
 ROGERS Isinglass & Glue Co., 210 Eastern Ave.,
 Gloucester, Mass.
 2
 ★SINCLAIR & Valentine Co., Inc., 611 W. 129th St.,
 New York 27, N. Y.
 2
 WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.
 1 2

DEVELOPING TROUGHS

★AMERICAN Type Founders, 200 Elmora Ave., Eliz-
 abeth 8, N. J.
 CHEMCO Photoproducts Co., 230 W. 41st. New
 York, N. Y.
 BROWN Coating Ept. Co., Wellston, Ohio
 ★DOUTHITT Corp., The, 680 E. Fort St., Detroit 26,
 Michigan
 PITMAN, Harold M., Co., 51st Ave. & 33rd St., Chi-
 cago, Ill.
 ★RUTHERFORD Machinery Co., Div. Sun Chemical
 Corp., 100 6th Ave., New York 13, N. Y.

DIAPHRAGMS, CAMERA

GOODRICH, B. F., Co., 434 S. Main St., Akron, Ohio
 ROBERTSON, R. R., 400 W. Madison St., Chicago 6
 UNITED States Rubber, Inc., 1230 Sixth Ave., New
 York 20, N. Y.

DIAPHRAGM CONTROLS

★DOUTHITT Corp., The, 680 E. Fort St., Detroit 26,
 Michigan
 POWERS Regulator Co., 2720 Greenview Ave., Chi-
 cago 14, Ill.
 ROBERTSON, R. R., 400 W. Madison St., Chicago 6

DICTIONARIES

FUNK & Wagnalls, 354 Fourth Ave., New York, N. Y.
 MERRIAM, G. & Co., 47 Federal St., Springfield
 2, Mass.

DIE CUTTING LUMBER

(See Wood, Blocking, etc.)

DIE CUTTING MACHINES

1 Hollow Dies
 2 Upright
 1 2
 FREMONT Tool & Die Co., 432 N. Wood St., Fre-
 mont, Ohio
 1
 ★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5,
 Ohio
 1 2
 HOBBS Mfg. Co., 26 Salisbury St., Worcester, Mass.
 2
 HOLLINGSWORTH, William, Machine Co., 227 Hol-
 liday St., Baltimore, Md.
 2
 LOGEMANN Brothers Co., 3154 W. Burleigh St.,
 Milwaukee, Wis.
 2
 PRINTING Machinery Co., 436 Commercial Sq., Cin-
 cinnati 2, Ohio
 1 2
 ROBINSON, John T., Co., Hyde Park 36, Mass.
 1 2
 SHERIDAN, T. W. & C. B., Co., 135 Lafayette, New
 York 13, N. Y.
 2
 SMITH & Winchester Mfg. Co., South Windham, Conn.
 2
 SOUTH Wabash Engineering Co., 2929 S. Wabash
 Ave., Chicago 16, Ill.
 1 2
 STANDARD Machinery Co., The, Mystic, Conn.
 2

DIE-CUTTING PRESSES

ALTAIR Machinery Corp., 55 Vandam St., New York
 13, N. Y.
 ARTISTIC Die Mfg. Co., 214 E. Eighth, Cincinnati
 ★BRANDTJEN & Kluge, Inc., Como at Gaultier St.,
 St. Paul, Minn.
 ★CHANDLER & Price Co., 6000 Carnegie Ave.,
 Cleveland 3, Ohio
 ★LAWSON, E. P., Co., 426 W. 33rd St., New York
 1, N. Y.
 THOMSON-National Press Co., Dean Ave., Franklin,
 Mass.

DIE-HEATERS, ELECTRIC

(For Hot Embossing and Smashing)

ACME Electric Heating Co., 1217 Washington St.,
 Boston 10, Mass.
 THOMSON-National Press Co., Dean Ave., Franklin,
 Mass.

DIE-MAKING MATERIALS

(Also see Rule)

1 Cork Composition
 2 Cork-Rubber Composition
 3 Rubber, Sponge
 4 Rule, Brass
 5 Rule, Steel
 6 Steel Rule Cutters
 1 2 3 4 5 6
 ACCURATE Steel Rule Die Mfrs., 22 W. 21st St.,
 New York 10, N. Y.
 2 3
 ALVIN Co., 135 W. 20th St., New York 11, N. Y.
 4
 DISSTON, Henry, & Sons, Inc., Tacony, Philadelphia
 33, Pa.
 5
 GOODRICH, B. F., Co., 500 S. Main St., Akron 18,
 Ohio
 3
 HALE, Frank D., 64 Tonnele Ave., Jersey City 6, N. J.
 5
 HANSEN, H. Alfred, 610 Atlantic Ave., Boston 10
 4
 HELMOLD, J. F. & Bro., Inc., 1462 Shakespeare Ave.,
 Chicago 14, Ill.
 5 6
 MARKEL Products Co., 100 Gold St., New York 7
 1 2 3
 PAPER, Wm. & Son, 434 Elm St., Cincinnati 2, Ohio
 3
 ★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalama-
 zoo 13F, Mich.
 5 6

DIES, CUTTING AND EMBOSSING

(One Operation)

HOOLE Machine & Engraving Co., 30 Main St., Brook-
 lyn, N. Y.
 RINGLER, F. A., Co., 39 Barclay St., New York, N. Y.
 SCHMIDT, Geo. T., Inc., 4108 N. Ravenswood Ave.,
 Chicago 13, Ill.

DIES, HOLLOW

CUTWELL Steel Rule Die Co., 10 W. 20th St., New
 York 10, N. Y.
 FREMONT Tool & Die Co., 432 N. Wood St., Fre-
 mont, Ohio

DIES, SPECIAL FOR BOOKBINDERS AND SPECIALTY MFRS.

ACCURATE Steel Rule Die Mfrs., 22 W. 21st St., New
 York 10, N. Y.
 FREEMAN Die Cutters, Inc., 10 W. 20th St., New
 York 11, N. Y.
 FREMONT Tool & Die Co., 432 N. Wood St., Fre-
 mont, Ohio
 G. B. C. Die and Manufacturing Co., 812 W. Belmont
 Ave., Chicago 14, Ill.
 SCHMIDT, Geo. T., Inc., 4108 N. Ravenswood Ave.,
 Chicago 13, Ill.

DIES, STEEL RULE

(See Steel Rule Cutting Dies)

DIE-STAMPING PRESSES AND ROLL LEAF HOT STAMPING ATTACH- MENTS

1 Die-Stamping Presses
 2 Roll Leaf Hot Stamping
 1 2
 ALTAIR Machinery Corp., 55 Vandam St., New York
 13, N. Y.
 1 2
 ★APEX Products Corp., 142 W. 24th St., New York
 1
 COE, W. H., Mfg. Co., 69 Ship St., Providence, R. I.
 COUGHLIN Mfg. Co., 697-699 E. 132nd St., New
 York 34, N. Y.
 1 2
 ★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5

1 2
HICKOK, W. O., Mfg., Co., Harrisburg, Pa.
KINGSLEY Stamping Machine Co., 1606 Calhoun
Blvd., Hollywood 28, Cal.
MARKEM Machine Co., Keene, N. H.
1 2
MATTHEWS, James H., & Co., 3951 Forbes St., Pitts-
burgh, Pa.
OLSEN Mark Corp., 124 White St., New York, N. Y.
1
PEERLESS Roll Leaf Co., Inc., 4511 New York Ave.
Union City, N. J.
1 2
ROOVERS Bros., Inc., 3611 14th Ave., Brooklyn, N. Y.
STANDARD Machinery Co., Mystic, Conn.
1
STOESSEL Machine Mfg. Co., 534 W. 35th St., New
York 1, N. Y.
1 2
STOLP-Gore Co., 710 W. Jackson Blvd., Chicago 6

DIE-STAMPING PRESSES, STEEL DIE PRINTING AND EMBOSsing, COP- PERPLATE PRESSES, SUPPLIES

CRONITE Co., The, 35 Park Pl., New York 7, N. Y.
OLNEY Machine Works, 4841 Rising Sun Ave., Phila-
delphia 20, Pa.
OLSENMARK Corp., 124 White St., New York 13
ROOVERS Bros., Inc., 3611 14th Ave., Brooklyn

DIRECT PROJECTION MACHINE (See Cylinder Making Equipment)

DISTRIBUTOR ROLLERS, RECIPROCAT- ING (Vibrators)

ACME Printing Appliance Co., 542 S. Dearborn St.,
Chicago 5, Ill.
★CHALLENGER Machinery Co., Grand Haven, Mich.
CRAFTINT Mfg. Co., 210 St. Clair Ave., N. W., Cleve-
land 13, Ohio
★DOYLE, The J. E., Co., 1220 W. 6th St., Cleveland 13
GEGENHEIMER, William, Inc., 78 Roebling St.,
Brooklyn 1, N. Y.
★VANDERCOOK & Sons, 900 N. Kilpatrick Ave.,
Chicago 51, Ill.

DOCTOR BLADES, GRINDING MACHINES

HANCHETT Mfg. Co., 906 N. State, Big Rapids, Mich.
★HARRIS-Seybold Co., 4510 E. 72nd St., Cleveland 5
STANDARD Process Corp., 734 W. Lexington St.,
Chicago 7, Ill.

DOLLIES, PAPER ROLL

CLINE Electric Mfg. Co., 400 W. Madison St., Chi-
cago 6, Ill.
GOSS Printing Press Co., 1535 S. Paulina, Chicago 8
HAMILTON Tool Co., 9th and Hanover, Hamilton,
Ohio
★HOE, R., & Co., Inc., 910 E. 138th St., New York 54
KOHLER System Co., 159 E. Chicago Ave., Chicago 11
NUTTING Truck & Caster Co., Inc., 1125 W. Divi-
sion St., Faribault, Minn.
REVOLVATOR Co., 86th & Bergen Turnpike, North
Bergen, N. J.

DOUBLE ROLLING DEVICE (Miehle V)

BEALL, Jack, 641 S. Dearborn St., Chicago 5, Ill.
CORKPAK Co., The, 45 South St., Mt. Vernon, N. Y.
FARNSWORTH, John, Bourse Bldg., Philadelphia 6
GRAPHIC Arts Accessories, 308 Marquette Bldg.,
Detroit, Mich.
SPECIALTY Printing Eqp. Co., 1617 Vandalia St.,
Cincinnati, Ohio

DRAWSHEETS AND TYMPANS, CYLIN- DER, ROTARY AND PLATEN PRESS (See Cylinder, Rotary and Platen Press Drawsheets and Tympan)

DRIERS (See Ink Driers)

DRILLING AND SLOTTING EQUIPMENT

BERRY Machine Co., 716 N. First St., St. Louis, Mo.
BOICE-Crane Co., 930 W. Central Ave., Toledo 6
★CHALLENGER Mch. Co., Grand Haven, Mich.
★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5
HELMOLD, J. F., & Bros., 1462 W. Shakespeare Ave.,
Chicago 14, Ill.
★LASSCO Products, Inc., 485 Hague St., Rochester 6,
N. Y.
★LAWSON, E. P., Co., Inc., 426 W. 33rd St., New
York 1
MICK, Walter K., Co., 900 Robert St., St. Paul 1, Minn.
MULLER, Chas. A., Co., 153 Lafayette St., New York

★NOLAN Corp., 1333 E. Dominick St., Rome, N. Y.
★NYGREN-Dahley Co., Inc., 218 N. Jefferson St.,
Chicago 6, Ill.
PIONEER Mfg. Co., 1212 Jackson St., Toledo 2, Ohio
★ROSBACK, F. P., Co., Fifth & Park Sts., Benton
Harbor, Mich.
★SOUTHWORTH Machine Co., 30 Warren Ave.,
Portland, Me.

DROSS SIFTER

MONOMELT Co., Inc., 1611 Polk St. N. E., Min-
neapolis 13, Minn.

DRY PLATE NEGATIVE MATERIALS

CRAMER, G., Dry Plate Co., 1835 Shenandoah Ave.,
St. Louis 4, Mo.
★EASTMAN Kodak Co., Rochester 4, N. Y.
HAMMER Dry Plate Film Co., 2711 Miami St., St.
Louis, Mo.
WILLIAMS, Brown & Earle, 918 Chestnut St., Phila-
delphia, Pa.

DRYING CABINETS FOR NEGATIVES AND PRINTS

SIMPLEX Specialty Co., Inc., 116 W. 14th St., New
York, N. Y.
WILLIAMS, Brown & Earle, 918 Chestnut St., Phila-
delphia, Pa.

DRYING CABINETS, MATRIX AND STEREOTYPE

THOMPSON Cabinet Co., Ludington, Mich.



EASELS, CARDBOARD

ALVIN Co., 135 W. 20th St., New York 11, N. Y.
FREEDMAN Die Cutters, Inc., 12 W. 20th St., New
York 11, N. Y.
GREGGORY, Inc., 2929 S. Wabash Ave., Chicago 16

EDITION MARKERS, NEWSPAPER

GOSS Printing Press Co., The, 1535 S. Paulina St.,
Chicago 8, Ill.

EGGSHELLING MACHINES (See Embossing Machines, Roller)

EJECTOR PRESS PUNCHES

ACCURATE Steel Rule Die Mfrs., 22 W. 21st St.,
New York 10, N. Y.
HELMOLD, J. F., & Bros., 1462 Shakespeare Ave.,
Chicago 14, Ill.
MARKEL Products Co., 100 Gold St., New York 7
★RICHARDS, J. A., Co., The, 903 N. Pitcher St.,
Kalamazoo 15E, Mich.

ELECTRIC EYE REGISTER CONTROL

★BECK, Chas., Machine Co., 414 N. 13th St., Phila-
delphia 8, Pa.
CAMERON Machine Co., 61 Popular St., Brooklyn 2
CLINE Electric Mfg. Co., 400 W. Madison St., Chi-
cago 6, Ill.
GENERAL Electric Co., 1 River Rd., Schenectady 5,
N. Y.
POTDEVIN Machine Co., Inc., 1226 38th St., Brook-
lyn, N. Y.
SMITH & Winchester Mfg. Co., South Windham,
Conn.
WESTINGHOUSE Electric & Mfg. Co., East Pitts-
burgh, Pa.

ELECTRICITY GENERATORS

CATERPILLAR Tractor Co., Peoria, Ill.
GENERAL Electric Co., 1 River Rd., Schenectady 5,
N. Y.
RELANCE Electric & Engineering Co., 1101 Ivanhoe
Road, Cleveland 10, Ohio

ELECTRONIC MOTOR CONTROLS

CUTLER-Hammer, Inc., 315 N. 12th St., Milwaukee
1, Wis.
ELECTRON Equipment Corp., 917 Meridian Ave.,
South Pasadena, Cal.
GENERAL Electric Co., 1 River Rd., Schenectady 5,
N. Y.
RELANCE Electric & Engineering Co., 1101 Ivanhoe
Road, Cleveland 10, Ohio

ELECTROTYPE BEARERS

★AMERICAN Steel Chase Co., 31-31 48th Ave., Long
Island City, N. Y.
ECONOMY Printers Products Co., Inc., 609 S. LaSalle
St., Chicago 5, Ill.
MONOMELT Co., Inc., 1611 Polk St. N. E., Minne-
apolis 13, Minn.
PRINTERS Supply Service, 719 S. Dearborn St., Chi-
cago 5, Ill.
THOMPSON Cabinet Co., Ludington, Mich.

ELECTROTYPERS' PLATING EQUIPMENT

HANSON-Van Winkle-Munning, Mattawan, N. J.
OSTRANDER-Seymour Co., 4926 W. Lake St., Chi-
cago 24, Ill.

ELEVATORS, PAPER HANDLING (Tearing Machines)

★AUTOMATIC Transportation Co., 101 W. 87th St.,
Chicago, Ill.
CLINE Electric Mfg. Co., 400 W. Madison St., Chi-
cago 6, Ill.
EASTON Car & Construction Co., Easton, Pa.
ECONOMY Engineering Co., 2653 W. Van Buren St.,
Chicago 12, Ill.
ELWELL Paper Electric Co., 4517 St. Clair Ave.,
Cleveland, Ohio
HAMILTON Tool Co., 9th & Hanover Sts., Hamilton,
Ohio
KOHLER Systems Co., The, 159 E. Chicago Ave.,
Chicago 11, Ill.
MARKET Forge Co., 109 Garvey St., Everett 49, Mass.
REVOLVATOR Co., 907 State St., North Bergen, N. Y.
SERVICE Caster & Truck Co., 681 N. Brownwood
Ave., Albion, Mich.

EMBOSSING MACHINES, ROLLER (Eggshelling, Pebbling, Roughing and Stippling)

CAVAGNARO, John J., 5th & Essex Sts., Harrison
N. J.
HUDSON-Sharp Machine Co., Green Bay, Wis.
KNOWLTON, M. D., Co., Rochester, N. Y.
MARCONETTI, A. E., Inc., New York, N. Y.
NORWOOD Engineering Co., Florence, Mass.
PAPER Converting Machine Co., Green Bay, Wis.
PEERLESS Roll Leaf Co., 4511 New York Ave., Union
City, N. J.
POTDEVIN Machine Co., Brooklyn 18, N. Y.
ROTOGRAVURE Engineering Co., 299 Marginal
St., East Boston 28, Mass.
★RUTHERFORD Machinery Co., Div. Sun Chemical
Corp., 100 Sixth Ave., New York 13, N. Y.
WAGNER, Chas., Litho Machinery Co., 51 Park Ave.,
Hoboken, N. J.
WALDRON, John, Corp., New Brunswick, N. J.

EMBOSSING MACHINES, ROLLER ROLLS (Embossing Cylinders)

★CHAMPLAIN Co., Inc., 88 Llewellyn Ave., Bloom-
field, N. J.
LINOTONE Corp., 1911 Park Ave., New York, N. Y.
RINGER, F. A., & Co., 40 Park Pl., New York 7, N. Y.
STONE, Thos. & George M., 302 Mulberry St., New-
ark 5, N. J.

EMBOSSING MACHINES, UPRIGHT

SHERIDAN, T. W. & C. B., Co., 129 Lafayette St., New
York 13, N. Y.
STANDARD Machinery Co., Mystic, Conn.

ENGRAVING BY MACHINE FOR THE TRADE

STONE, Thos. & George M., 302 Mulberry St., New-
ark 5, N. J.

ENGRAVING MACHINES FOR METAL, BANK NOTES, etc.

CRONITE Co., 35 Park Place, New York 7, N. Y.
GORTON, George, Machine Co., 1320 Racine St.,
Racine, Wis.

ENGRAVING PANTAGRAPH, MACHINE FOR WOOD

OLSEN Mark Corp., 124 White St., New York 13, N. Y.

ENVELOPE MAKING MACHINES

LESTER & Walsey Co., Inc., 282 Franklin St., Norwich,
Conn.
SMITHE, F. L., Co., 633 W. 44th St., New York, N. Y.
STAUDE, E. G., Mfg. Co., 2675 University Ave., St.
Paul 4, Minn.

ENVELOPE OPENERS

COMMERCIAL Controls Corp., 640 Culver Rd., Roch-
ester 2, N. Y.
PITNEY-Bowes, Inc., 757 Pacific St., Stamford, Conn.

ENVELOPE SEALING MACHINES

COMMERCIAL Controls Corp., 640 Culver Rd., Roch-
ester 2, N. Y.
PITNEY-Bowes, Inc., 757 Pacific St., Stamford, Conn.

ESTIMATING GUIDES

- 1 Ink Consumption
- 2 Job Printing Cost
- 3 Paper
- 4 Type Conversion Rules

BALDWIN Paper Co., 233 Spring St., New York, N. Y.

CLEVELAND Paper Co., Gale Craig, 1640 Superior Ave., Cleveland 14, Ohio

HOCH, Fred W., Associates, Inc., 461 Eighth Ave., New York 1, N. Y.

PORTE Publishing Co., 952 E. 21st South St., Salt Lake City 5, Utah

PRODUCTION Standards Corp., 105 W. Monroe St., Chicago 3, Ill.

ETCHES, STEEL AND COPPER PLATE

CRONITE Co., 35 Park Place, New York 7, N. Y.

ETCHING MACHINES

AURORA School of Photoengraving, Aurora, Mo. CHEMCO Photoproducts Co., 230 W. 41st St., New York, N. Y.

★DOUTHITT Corp., The, 680 E. Fort St., Detroit 26, Michigan

★HOE, R., & Co., Inc., 910 E. 138th St., New York 54

HOLMSTROM, Axel, Brown Bldg., 328 Chestnut St., Philadelphia, Pa.

MASTER Etching Machine Co., Inc., 127 Greenwood Ave., Wyncote, Pa.

ROBERTSON, R. R., 400 W. Madison St., Chicago 6

SULLEBARGER, E. T., Co., 110 Fulton St., New York 7

U. S. Stoneware Co., 60 E. 42nd St., New York 17

WESTERN Newspaper Union, 210 S. Desplaines St., Chicago 7, Ill.

ETCHING MACHINES FOR MARKING

★HOE, R., & Co., Inc., 910 E. 138th St., New York 54

IDEAL Industries, Inc., 5069 Park Ave., Sycamore, Ill.

EXHAUST SYSTEMS

DE VILBISS Co., 300 Phillips Ave., Toledo, Ohio

EXPRESS SCALES

INTERNATIONAL Business Machines Corp., 590 Madison Ave., New York 17, N. Y.

EYELETING, BRASS

FREEDMAN Die Cutters, Inc., 10 W. 20th St., New York 11, N. Y.

STANDARD Tag Co., 116 Duane St., New York, N. Y.

EYELETING MACHINES

(See Tag Machinery)

★NEW Era Mfg. Co., 375 Eleventh Ave., Paterson, N. J.

UNITED Shoe Machinery Corp., 140 Federal St., Boston, Mass.

WAKEFIELD Machine Co., Inc., Wakefield, Mass.

EYELETS

★HOE, R., & Co., Inc., 910 E. 138th St., New York 54

STIMPSON, Edwin B., Co., Inc., 70 Franklin Ave., Brooklyn 5, N. Y.

EYELETS, TELESCOPIC (Plastic)

KIRK, F. J., Molding Co., Brook St., Clinton, Mass.

F

FANS, PRESS ROLLER COOLING

AMERICAN Blower Corp., Box 58, Roosevelt Park Annex, Detroit 13, Mich.

ILG Electric Ventilating Co., 2850 N. Crawford Ave., Chicago 41, Ill.

TRANE Co., 2nd & Cameron Ave., La Crosse, Wis.

FANS, PROPELLER

EMERSON Electric Mfg. Co., 8100 Florissant, St. Louis 21, Mo.

ILG Electric Ventilating Co., 2850 N. Crawford Ave., Chicago 41, Ill.

TRANE Co., The, La Crosse, Wis.

WESTINGHOUSE Electric Corp., P. O. Box 868, Pittsburgh, Pa.

FANS, VENTILATING

EMERSON Electric Mfg. Co., 8100 Florissant, St. Louis 21, Mo.

GENERAL Electric Co., 1 River Rd., Schenectady, N. Y.

ILG Electric Ventilating Co., 2850 N. Crawford Ave., Chicago 41, Ill.

TRANE Co., The, La Crosse, Wis.

WESTINGHOUSE Electric Corp., P. O. Box 868, Pittsburgh, Pa.

★WING, L. J., Mfg. Co., 154 W. 14th St., New York 11

FASTENERS, PAPER

GRAMMES, L. F., & Sons, 352 Union St., Allentown, Pa.

HELLER Co., The, 2135 Superior Ave., Cleveland 6

STIMPSON, Edwin B., Co., Inc., 70 Franklin Ave., Brooklyn 5, N. Y.

FEATHER EDGING MACHINES

LESTER & Wasley Co., 282 Franklin St., Norwich Conn.

FEEDER PAPER LIFTS

BERRY Machine Co., 716 N. First St., St. Louis, Mo.

★RATHBUN & Bird Co., 379 W. Broadway, New York 12, N. Y.

REVOLVATOR Co., 907 State St., North Bergen, N. J.

FEEDERS, FOLDERS AND PRESS

DELIVERIES

- 1 Deliveries, Automatic Pile
- 2 Deliveries, Extension
- 3 Delivery, Feeder, Bronzer
- 4 Feeders, Cardboard
- 5 Feeders, Cylinder Press
- 6 Feeders, Envelope, Two-Up
- 7 Feeders, Folding Machine
- 8 Feeders, Gumming Machine
- 9 Feeders, Perforating Machine
- 10 Feeders, Platen Press
- 11 Feeders, Roll Leaf
- 12 Feeders, Roll Paper
- 13 Feeders, Ruling Machine
- 14 Feeders, Sheet Fed Rotary Presses
- 15 Feeders, Stream
- 16 Folders, Commercial Job
- 17 Folders, Fanfold
- 18 Folders, Letter
- 19 Folders, Magazine
- 20 Folders, Newspapers
- 21 Folders, Specialty

ADDRESSOGRAPH-Multigraph Corp., Euclid Post Office, Cleveland, Ohio

ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.

★AMERICAN Type Founders Sales Corp., 200 Elmora Ave., Elizabeth B, N. J.

ANDERSON, C. F., & Co., 3225 Calumet Ave., Chicago 13

BABCOCK Printing Press Corp., 38 Pequot Ave., New London, Conn.

BARKLEY & Dexter, 528 Commonwealth Ave., Boston 15, Mass.

★BAUM, Russell Ernest, 615 Chestnut St., Philadelphia 6, Pa.

★BRANDTJEN & Kluge, Inc., Como at Gaultier Sts., St. Paul, Minn.

BROWN Folding Machine Co., 3771 Chester Ave., Cleveland 14, Ohio

CAMERON Machine Co., 61 Poplar St., Brooklyn 2

CHAMBERS Bros. Co., 52nd & Media Sts., Philadelphia, Pa.

★CHANDLER & Price Co., 6000 Carnegie Ave., Cleveland 3, Ohio

CHRISTENSEN Machine Co., 100 Fourth St., Racine, Wis.

★COTTRELL, C. B., & Sons Co., 23 E. 26th St., New York 10, N. Y.

DAVIDSON Mfg. Corp., 1020 W. Adams St., Chicago 7, Ill.

★DEXTER Folder Co., Pearl River, N. Y.

GIBSON Machine Mfg. Co., 61 Clymer St., Brooklyn 11, N. Y.

GOSS Printing Press Co., 1535 So. Paulina St., Chicago 8, Ill.

HICKOK, W. O., Mfg. Co., 9th & Cumberland Sts., Harrisburg, Pa.

HOLLINGSWORTH, Wm., Machine Co., 227 N. Holiday St., Baltimore 2, Md.

HUDSON-Sharp Machine Co., Green Bay, Wis.

KOHLER Systems Company, 159 E. Chicago Ave., Chicago 11, Ill.

LIBERTY Folder Co., 501 E. Court St., Sidney, Ohio

LINDBLADH Corporation (Subsid. of Miami Industries Inc.), 201 Morris St., Toledo 3, Ohio

★MC ADAMS, John, & Sons, Inc., 20 Knight St., Norwalk, Conn.

MAXSON Automatic Machinery Co., 98 Granite St., Westerly, R. I.

MEISEL Press Mfg. Co., Inc., 944 Dorchester Ave., Boston 25, Mass.

MENTGES Folder Co., Oak & Poplar Sts., Sidney, Ohio

1 2 3 4 5 6 7-7a 8 9 10 11

12 13 14 15 16 17 18 19 20

HOLLINGSWORTH, Wm., Machine Co., 227 N. Holiday St., Baltimore 2, Md.

1 2 3 4 5 6 7 8 9

HUDSON-Sharp Machine Co., Green Bay, Wis.

1 2 3 4 5 6 7 8 9

KOHLER Systems Company, 159 E. Chicago Ave., Chicago 11, Ill.

1 2 3 4 5 6 7 8 9

LIBERTY Folder Co., 501 E. Court St., Sidney, Ohio

1 2 3 4 5 6 7 8 9

LINDBLADH Corporation (Subsid. of Miami Industries Inc.), 201 Morris St., Toledo 3, Ohio

1 2 3 4 5 6 7 8 9

★MC ADAMS, John, & Sons, Inc., 20 Knight St., Norwalk, Conn.

1 2 3 4 5 6 7 8 9

MAXSON Automatic Machinery Co., 98 Granite St., Westerly, R. I.

1 2 3 4 5 6 7 8 9

MEISEL Press Mfg. Co., Inc., 944 Dorchester Ave., Boston 25, Mass.

1 2 3 4 5 6 7 8 9

MENTGES Folder Co., Oak & Poplar Sts., Sidney, Ohio

1 2 3 4 5 6 7 8 9

★MIEHLE Printing Press & Mfg. Co., 2011 Hastings St., Chicago 8, Ill.

1 2 3 4 5 6 7 8 9

★MILLER Printing Machinery Co., 1117 Reedsdale St., Pittsburgh 12, Pa.

1 2 3 4 5 6 7 8 9

MODERN Equipment Co., 2011 Cumming St., Omaha 2

1 2 3 4 5 6 7 8 9

MOTTER'S, Geo. F., Sons, 132 S. Pershing Ave., York, Pa.

1 2 3 4 5 6 7 8 9

NAGEL-Ryan Mfg. Co., Inc., 4363 Woodward Ave., Royal Oak, Mich.

1 2 3 4 5 6 7 8 9

NELSON, C. B., & Co., 720 S. Dearborn St., Chicago

1 2 3 4 5 6 7 8 9

NEW Jersey Machine Corp., Hoboken, N. J.

1 2 3 4 5 6 7 8 9

PAPER Converting Mach. Co., Inc., 601 Harvey St., Green Bay, Wis.

1 2 3 4 5 6 7 8 9

PEERLESS Roll Leaf Co., Inc., 4511 New York Ave., Union City, N. J.

1 2 3 4 5 6 7 8 9

POTDEVIN Machine Co., 1234 38th St., Brooklyn 18

1 2 3 4 5 6 7 8 9

★RATHBUN & Bird Co., 379 W. Broadway, New York, N. Y.

1 2 3 4 5 6 7 8 9

SAYBROOK Manufacturing Corp., 28 W. 23rd St., New York 10, N. Y.

1 2 3 4 5 6 7 8 9

★SCOTT, Walter, & Co., 525 South Ave., Plainfield, N. J.

1 2 3 4 5 6 7 8 9

SPECIALTY Automatic Machine Co., 200 Boston Ave., Medford, Mass.

1 2 3 4 5 6 7 8 9

STAUDE, E. G., Mfg. Co., 2675 University Ave., St. Paul 4, Minn.

1 2 3 4 5 6 7 8 9

STOLP-Gore Co., 710 W. Jackson Blvd., Chicago, Ill.

1 2 3 4 5 6 7 8 9

WALDRON, John, & Co., Inc., River Rd., New Brunswick, N. J.

1 2 3 4 5 6 7 8 9

WATERWORTH Eng. & Mfg. Co., 2329 Troy St., Dayton 3, Ohio

1 2 3 4 5 6 7 8 9

WESTERN Printing Mch. Co., 430 S. Green St., Chicago, Ill.

1 2 3 4 5 6 7 8 9

WILLARD Mfg. Corp., 28 W. 23rd St., New York

1 2 3 4 5 6 7 8 9

WOOD Newspaper Machinery Corp., 501 Fifth Ave., New York, N. Y.

1 2 3 4 5 6 7 8 9

ZANETTI Machine Works, Inc., 1801 Kirkwood Ave., San Francisco, Cal.

1 2 3 4 5 6 7 8 9

FEEDERS, METAL, FOR COMPOSING MACHINES

COFFING Hoist Co., 800 Walters St., Danville, Ill.

★INTERTYPE Corporation, 360 Furman St., Brooklyn 2, N. Y.

LINOTYPE Maintenance Co., 273 Broadway, New York 1, N. Y.

LINOTYPE Parts Co., 203 Lafayette St., New York 13

MARGACH Mfg. Co., Inc., 82 Beekman St., New York

★MERGENTHALER Linotype Co., 29 Ryerson St., Brooklyn 5, N. Y.

MISSOURI-Central Type Foundry, Wichita, Kan.

MONOMELT Co., Inc., 1611 Polk St. N. E., Minneapolis 13, Minn.

TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn, N. Y.

★UNITED American Metals Corp., Calver & Diamond Sts., Brooklyn 22, N. Y.

WHEN WRITING SUPPLY FIRMS KINDLY MENTION

FEEDING ATTACHMENTS, CARBON FORMS

STANDARD Register Co., 626 Albany St., Dayton 1, Ohio

FIBER SIGN PASTER, FOLDER

ANDERSON, C. F., & Co., 3223 Calumet Ave., Chicago 16, Ill.

FILM CEMENT

★EASTMAN Kodak Co., Rochester 4, N. Y.
ROSCO Laboratories, 367 Hudson Ave., Brooklyn 1, N. Y.

FILM GUIDE MACHINES

YOUNG Engineering Co., 2741 N. Janssen Ave., Chicago 14, Ill.

FILM HOLDERS

BROWN Coating Eqp. Co., Wellston, Ohio
★DOUTHITT Corp., 680 E. Fort St., Detroit 26, Michigan
★EASTMAN Kodak Co., 343 State St., Rochester 4, N. Y.
★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8, Ill.
ROBERTSON, R. R., 400 W. Madison St., Chicago 6
WILLIAMS, Brown & Earle, 918 Chestnut St., Philadelphia, Pa.

FILM, PAPER, PLATES

ANSCO, 40 Charles St., Binghamton, N. Y.
CALIFORNIA Ink Co., Inc., 345 Sansome St., San Francisco, Cal.
CHEMCO Photoproducts Co., 230 W. 41st St., New York, N. Y.
CRAMER Dry Plate Co., G., Lemp & Shenandoah Ave., St. Louis, Mo.
DEFENDER Photo Supply, Inc., 666 Driving Park Ave., Rochester, N. Y.
★DOUTHITT Corp., 680 E. Fort St., Detroit 26, Michigan
DU PONT, E. I., de Nemours Photo Products Dept., 1428 Nemours Bldg., Wilmington 98, Del.
★EASTMAN Kodak Co., 343 State St., Rochester 4, N. Y.
GEVAERT Co. of America, Inc., 423 W. 55th St., New York, N. Y.
HALOID Co., Haloid St., Rochester, N. Y.
HAMMER Dry Plate Co., Ohio Ave. & Miami St., St. Louis 1, Mo.
ILFORD, Limited, 316 W. Washington St., Chicago 6
WILLIAMS, Brown & Earle, Inc., 918 Chestnut St., Philadelphia 7, Pa.

FINISHING EQUIPMENT, ELECTROTYPERS' AND STEREOTYPERS'

★COTTRELL, C. B., & Sons, 25 E. 26th St., New York 10, N. Y.
GOSS Printing Press Co., 1535 S. Paulina St., Chicago 8, Ill.
★HOE, R., & Co., Inc., 910 E. 138th St., New York 54
PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio
SHAW Machine & Tool Co., 1151 Temple St., Los Angeles, Cal.

FIRE EXTINGUISHERS AND REFILLS

AMERICAN-La France-Foamite Corp., Elmira, N. Y.
ANCHOR Chemical Co., 829 Bergen St., Brooklyn 16, N. Y.
FEDERAL Mining & Mfg. Co., 222 Kearney Ave., Jersey City 4, N. J.
PYRENE Mfg. Co., 560 Belmont Ave., Newark 8, N. J.
RANDOLPH Laboratories, Inc., 8 E. Kinzie St., Chicago 11, Ill.
ROSCO Laboratories, 367 Hudson Ave., Brooklyn 1, N. Y.
WIL-X Mfg. Co., subsidiary, Mergenthaler Linotype Co., 44 Ryerson St., Brooklyn, N. Y.

FLANNELS

BEST, Edward, & Co., 224 Purchase St., Boston, Mass.
CORKPAK Co., 45 South St., Mt. Vernon, N. Y.
FUCHS & Lang Mfg., Gen. Prtg. Ink Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.
GODFREY Roller Co., 211 N. Camac St., Philadelphia 7, Pa.
HOUSE, Chas. W., & Sons, Inc., 505 5th Ave., New York 17, N. Y.
ROBERTS & Porter, Inc., 402 S. Market St., Chicago
SENEFELDER Co., 32 Greene St., New York 13, N. Y.
★SIEBOLD, J. H. G. B., Inc., 47 Watts St., New York 13, N. Y.

FLOCK

CELLUSUEDE Products, Inc., 500 N. Madison St., Rockford, Ill.
CLAREMONT Waste Mfg. Co., Claremont, N. H.
RAYON Processing Co., Central Falls, R. I.

FLOCK PRINTING SUPPLIES

CELLUSUEDE Products, Inc., 500 N. Madison St., Rockford, Ill.
★NAZ-Dar Co., 469 Milwaukee Ave., Chicago 10, Ill.
★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.

FLOOR POLISHING AND SCRUBBING MACHINES

HILD Floor Machine Co., 1313 W. Randolph St., Chicago, Ill.
TENNANT, G. H., Co., 2530 N. Second St., Minneapolis 11, Minn.

FLOORING

JENNISON-Wright Co., 2463 Broadway, Toledo, Ohio
STONHARD Company, 401 N. Broad St., Philadelphia 8, Pa.

FLUORESCENT AND PHOSPHORESCENT PRODUCTS

CONTINENTAL Lithograph Corp., 952 E. 72nd St., Cleveland 8, Ohio
★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.

FLUORESCENT PROCESS—COLOR CORRECTION

★EASTMAN Kodak Co., 343 State St., Rochester 4, N. Y.

FLYING PASTERS FOR PRESSES

CLINE Electric Mfg. Co., 400 W. Madison St., Chicago 6, Ill.
GOSS Printing Press Co., 1535 S. Paulina St., Chicago 8, Ill.
★HOE, R., & Co., Inc., 910 E. 138th St., New York 54
KOHLER System Co., 159 E. Chicago Ave., Chicago
WOOD Newspaper Machinery Corp., 501 Fifth Ave., New York 17, N. Y.

FOIL AND LEAF

1 Aluminum Bronze Powder
2 Aluminum Foil, Plain and Colored
2a Copper Foil
3 Colored Gold Foil and Leaf
4 Gold Leaf, Roll
5 Gold Leaf, Sheet and Aluminum Leaf, Sheet and Roll
6 Imitation Gold Foil and Leaf
7 Lead and Tin Foil
8 Palladium Leaf
9 Plastic Marking Foil and Leaf
10 Silver Foil and Leaf
1 2 2a 3 4 5 6 7 8 9 10
ALL Purpose Gold Corp., 320 Bridge St., Brooklyn, N. Y.

ALUMINUM Co. of America, 801 Gulf Building, Pittsburgh 19, Pa.

COE, W. H., Mfg. Co., 89 Ship St., Providence, R. I.

COUGHLIN Mfg. Co., 697-699 E. 132nd St., New York 54, N. Y.

EMBOSSOGRAF Corp., 38 West 21st St., New York 10

FEDERATED Metals Div., American Smelting & Refining Co., 2230 Indianapolis Blvd., Whiting, Ind.

GRAUERT, R. W., Inc., 66 W. Broadway, New York 8

GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 East 21st St., New York 10, N. Y.

HASTINGS & Co., Inc., 2318 Market St., Philadelphia 3, Pa.

ILLINOIS Bronze Powder Co., 2023 S. Clark St., Chicago 16, Ill.

JOHNSTON Tin Foil & Metal Co., 6100 S. Broadway, St. Louis, Mo.

KEMP, W. H., Co., 350 Hudson St., New York, N. Y.

PEERLESS Roll Leaf Co., Inc., 4511 New York Ave., Union City, N. J.

REYNOLDS Metals Co., Reynolds Metal Bldg., Richmond, Va.

★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.

SWIFT, M., & Sons, Inc., 10 Love Lane, Hartford, Conn.

WEHRUNG & Billmeier Co., 3624 Lincoln Ave., Chicago 13, Ill.

FOIL, ELECTROTYPERS'

FEDERATED Metals Div., American Smelting & Refining Co., 2230 Indianapolis Blvd., Whiting, Ind.

JOHNSTON Tin Foil & Metal Co., 6100 S. Broadway, St. Louis, Mo.

REYNOLDS Metals Co., Reynolds Metal Bldg., Richmond, Va.

★UNITED American Metals Corp., 200 Diamond St., Brooklyn 22, N. Y.

FOLDING MACHINES, HIGH SPEED COMMERCIAL AND MAGAZINE

★BAUM, Russell Ernest, 615 Chestnut St., Philadelphia 6, Pa.
★DEXTER Folder Co., Pearl River, N. Y.

FOLDING, QUIRE, MACHINES

NORWOOD Engineering Co., 29 N. Main St., Florence, Mass.

FORMERS AND SCORCHERS

ELGIN Bending Machine Co., 320 E. Chicago St., Elgin, Ill.
GOSS Printing Press Co., 1535 S. Paulina St., Chicago 8, Ill.
★HAMMOND Machinery Builders, Inc., 1604 Douglas Ave., Kalamazoo 34, Mich.
★HOE, R., & Co., Inc., 910 E. 138th St., New York 54
★NOLAN Corporation, 1333 E. Dominick St., Rome, N. Y.
SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Cal.
STA-HI Corporation, 1020 Crocker St., Los Angeles 21, Cal.
STEREOTYPE Equipment Co., 2815 Irving Park Rd., Chicago 18, Ill.
WEST, Mfg. Co., 411 Gilligan St., Scranton 1, Pa.
WOOD Newspaper Machinery Corp., 501 Fifth Ave., New York 17, N. Y.

FOUNTAIN DIVIDERS, INK

ACME Printing Appliance Co., 542 S. Dearborn St., Chicago 5, Ill.
★HOE, R., & Co., Inc., 910 E. 138th St., New York 54
PAGE, Robert R., 41 Union Square, New York 3, N. Y.
★PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio

FOUNTAINS, GASOLINE, SAFETY BRUSH

SMITH, Francis X., Co., 952 E. 93rd St., Brooklyn 12, N. Y.

FOUNTAINS, INK, CLOSED, AIRTIGHT

★INTERNATIONAL Printing Ink Corp., 350 Fifth Ave., New York 1, N. Y.

FOUNTAINS, INK, GUNS

DIAMANT Ink Gun, 191 Lexington Ave., New York 16, N. Y.

FOUNTAINS, INK, NEWSPAPER, COLOR, PORTABLE

GOSS Printing Press Co., 1535 S. Paulina St., Chicago 8, Ill.
★HOE, R., & Co., Inc., 910 E. 138th St., New York 54

FOUNTAIN SOLUTIONS, OFFSET-LITHO

★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5
HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 11
LITHOMAT Corp., 58 Charles St., Cambridge, Mass.
★SIEBOLD, J. H. & G. B., 47 Watts St., New York 13
★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.

FURNACES, METAL

1 Remelting, Composing Room (Pig Molds and Tools)
2 Stereotype
1 2
★AMERICAN Steel Chase Co., 3131 Forty-Eighth Ave., Long Island City 1, N. Y.
1
CONCO Engineering Co., Mendota, Ill.
1 2
CURIE Mfg. Corp., 500 Sansome St., San Francisco
1
FISHER Furnace Div., Lindberg Engineering Co., 2450 W. Hubbard St., Chicago 12, Illinois
1 2
GENERAL Electric Co., 1 River Road, Schenectady 5, N. Y.
1 2
GOSS Printing Press Co., 1535 S. Paulina St., Chicago 8, Ill.
2
★HOE, R., & Co., Inc., 910 E. 138th St., New York 54
1 2
IMPERIAL Type Metal Co., 1800 S. 54th Ave., Chicago 30, Ill.
1
INDEPENDENT Electric Machinery Co., 300 Southwest Blvd., Kansas City 8, Mo.
1
★INTERTYPE Corporation, 360 Farman St., Brooklyn 2, N. Y.
1
KEMP, C. M., Mfg. Co., 405 E. Oliver St., Baltimore 1 2

1 2
 LINOTYPE Maintenance Co., 273 Broadway, New York 7, N. Y.
 LINOTYPE Parts Co., 203 Lafayette St., New York 13, N. Y.
 MARGACH Mfg. Co., Inc., 82 Beekman St., New York 7, N. Y.
 ★MERGENTHALER Linotype Co., 29 Ryerson St., Brooklyn 5, N. Y.
 ★MISSOURI-Central Type Foundry, Wichita, Kan.
 ★MONOMELT, Inc., 1611 Polk St., N. E., Minneapolis 13, Minn.
 ★NOLAN Corp., 1333 E. Dominick St., Rome, N. Y.
 SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Cal.
 SURFACE Combustion, Toledo 1, Ohio
 ★UNITED American Metals Corp., Calver & Diamond Sts., Brooklyn 22, N. Y.
 UNITED Stereotype Supply Corp., Box 38, West Lynn, Mass.
 WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.
 WOOD Newspaper Machinery Corp., 501 Fifth Ave., New York 17, N. Y.

FURNITURE

1 Composition
 2 Iron
 3 Wood
 1 2 3
 ACME Wood Type Mfg. Co., 270 Lafayette St., New York 12, N. Y.
 AMERICAN Wood Type & Engraving Co., 270 Lafayette St., New York 12, N. Y.
 ★CHALLENGE Machinery Co., Grand Haven, Mich.
 DUPLEX Printing Press Co., Battle Creek, Mich.
 ★HAMILTON Mfg. Co., Two Rivers, Wis.
 IRWIN Manufacturing Co., Garland 1, Pa.
 ★MORGANS & Wilcox Mfg. Co., 69 Hanford St., Middletown, N. Y.
 ★PAN-American Engineering Co., 130 Manchester Ave., Detroit 3, Mich.
 PERFECTION Type, Inc., 141 East 5th Street, St. Paul 1
 STEPHENS, Samuel & Wickersham Quoin Co., 174 High St., Boston, Mass.
 SANDBERG Mfg. Co., 1949 W. Fulton St., Chicago 12
 TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn, N. Y.
 THOMPSON Cabinet Co., Box 286, Ludington, Mich.



GALLEY LABEL HOLDER

★HAMILTON Manufacturing Co., Two Rivers, Wis.
 METZ, Fred, 390 E. 162nd St., New York 56, N. Y.

GALLEYS AND GALLEY LOCKS

★ACME Type Foundry, 633 Plymouth Court, Chicago 5, Ill.
 ★AMERICAN Steel Chase Co., 3131 48th Ave., Long Island City 1, N. Y.
 AMERICAN Wood Type and Engraving Co., 270 Lafayette St., New York 12, N. Y.
 ANGLE Steel Stool Co., 309 W. Oak St., Plainwell, Mich.
 ★CHALLENGE Machinery Co., Grand Haven, Mich.
 ★GRAPHIC Arts Products, 1959 E. Jefferson St., Detroit 7, Michigan
 ★HAMILTON Mfg. Co., Two Rivers, Wis.
 LINOTYPE Parts Co., Weatherly, Pa.
 RIEHL Galley Lock Co., Inc., 1312 Ontario St., Cleveland 13, Ohio
 TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn, N. Y.
 THOMPSON Cabinet Co., Box 286, Ludington, Mich.

GATHERING AND STITCHING MACHINES

(See Collating and Gathering)

GAUGE PINS, GUIDES, GRIPPERS

AUTOMATIC Register Guide Co., 3921 Seventh Ave., S., Birmingham 6, Ala.
 ★CASPER Gripper Co., 2125 E. 9th St., Cleveland 15
 CLARKE, E. C., 3630 Bloomington Ave., Minneapolis 7
 GRAPHIC Arts Accessories, 308 Marquette Bldg., Detroit, Mich.
 GRAPHIC Arts Laboratories, 549 W. Randolph St., Chicago, Ill.
 GROVE, Jacob R., Co., 4024 Brandywine St., N. W., Washington, D. C.
 ★MEGILL, Edward L., Co., 761 Atlantic Ave., Brooklyn 17, N. Y.
 PAN-American Engineering Co., 25037 W. Warren, Dearborn, Mich.
 ★PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio
 SPECIALTY Printing Equipment Co., 1617 Vandalia St., Cincinnati, Ohio
 STILES, Chas. L., 64 Hanford St., Columbus, Ohio
 STRAIT, H. H., 9510 Milton Ave., Overland, Mo.

GAUGES, POWER, PAPER CUTTING MACHINES

POWER Gauges, 304 Hudson St., New York 13, N. Y.

GAUGES AND TESTING INSTRUMENTS

1 Abrasion Tester
 2 Casting Box
 3 Color Fastness to Light
 4 Color Matching
 5 Contrastometer
 6 Copying Systems
 7 Densitometer
 8 Depthometer
 9 Durometer
 10 Dorrvalvescope
 11 Half-tone Dot Microscope
 12 Inkometer
 13 Matrix
 14 Micrometer
 15 Moisture
 16 Paper
 17 pH Comparator
 18 pH Meter
 19 Plate
 20 Press Test Blocks
 21 Roller Setting
 22 Rules and Line Gauges
 23 Saw
 24 Scleroscope
 25 Sheet Register
 26 Slug
 27 Stroboscope
 28 Surface Pyrometer
 29 Tachometer
 30 Type High
 31 Burst Tester
 1 2 3 4 5 6 7 8 9 10 11
 12 13 14 15 16 17 18 19 20 21 22
 23 24 25 26 27 28 29 30
 AMERICAN Wood Type & Engraving Co., 270 Lafayette St., New York 12, N. Y.
 AMTHOR Testing Instrument Co., Inc., 45 VanSinderen Ave., Brooklyn 7, N. Y.
 ANALYTE Instruments, Inc., 15 Ward St., Bloomfield, N. J.
 ATLAS Elec. Devices Co., 361 West Superior St., Chicago 10, Ill.
 BLACK Rock Mfg. Co., 177 Osborne St., Bridgeport 5, Conn.
 BOBEMETER Mfg. Co., 64 Fernwood Dr., Dayton, Ohio
 BROWN & Sharpe Mfg. Co., Providence, R. I.
 CADDY, E. J., & Co., 549 W. Washington St., Chicago 6
 CAMBRIDGE Instrument Co., Inc., 3732 Grand Central Terminal, New York 17, N. Y.
 CAMERON Machine Co., 61 Poplar St., Brooklyn 2
 ★CHALLENGE Machinery Co., Grand Haven, Mich.
 ★CHAMPLAIN Co., Inc., 636 Eleventh Ave., New York 18, N. Y.
 COMMERCIAL Engraving Publishing Co., 34 N. Ritter Ave., Indianapolis, Ind.
 ★CRAFTSMAN Line-Up Table Corp., 49 River St., Waltham 54, Mass.
 DISSTON, Henry, & Sons, Inc., Tacony, Philadelphia 35, Pa.
 DURANT Mfg. Co., Inc., 1979 N. Buffum St., Milwaukee 1, Wis.
 DUST-LESS Equipment Co., 4021 19th St., N. E., Washington, D. C.

1 2 3 4 5 6 7 8 9 10 11
 12 13 14 15 16 17 18 19 20 21 22
 23 24 25 26 27 28 29 30
 ★BLCO Typographic Service, Second & Dueber Sts., S. W., Canton 6, Ohio
 GENERAL Electric Co., 1 River Rd., Schenectady 5, N. Y.
 GLOGAU & Co., 538 S. Clark St., Chicago 3, Ill.
 GOSS Printing Press Co., 1435 S. Paulina St., Chicago 8, Ill.
 HABERULE Co., 7 E. 42nd St., New York 17, N. Y.
 ★HOE, R., & Co., Inc., 910 E. 138th St., New York 54
 ★HUEBNER Laboratories, 305 E. 46th St., New York 17
 IDEAL Industries, Inc., 5069 Park Ave., Sycamore, Ill.
 LA MOTTE Chemical Prod. Co., Towson 4, Mo.
 LANSTON Monotype Machine Co., 24th & Locust St., Philadelphia 3, Pa.
 LITHOGRAPHIC Technical Foundation, 131 E. 39th St., New York 16, N. Y.
 LONG Engineering Research Co., 1000 Wheatshar Rd., Linden, N. J.
 LUFKIN Rule Co., Saginaw, Mich.
 14 27 22
 ★MACBETH Arc Lamp Co., 875 N. 28th St., Philadelphia 30, Pa.
 MAXSON Automatic Machinery Co., 98 Granite St., Westerly, R. I.
 ★MERGENTHALER Linotype Co., 29 Ryerson St., Brooklyn 5, N. Y.
 MERIX Chemical Co., 712 Wrigley Bldg., Chicago 11
 MILLER Type-High Gauge Co., 915 Washington Ave. So., Minneapolis 15, Minn.
 MINDEN Paper Gauge Co., 230 W. 41st St., New York 18, N. Y.
 ★MORGANS & Wilcox Mfg. Co., 69 Hanford St., Middletown, N. Y.
 POWERS Regulator Co., 2720 Greenview Ave., Chicago 14, Ill.
 PAVEY, Van R., 405 E. 46th St., New York 17, N. Y.
 ★PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio
 ★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.
 ★ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14, Ill.
 SIZE Control Co., Div. American Machine & Gage Co., 55 E. Wacker Drive, Chicago 1, Ill.
 SMITH & Winchester Mfg. Co., So. Windham, Conn.
 STEWART-Warner Corp., 1826 Diversey Pkwy., Chicago, Ill.
 TABER Instrument Corp., 111 Goundry St., N. Tonawanda, N. Y.
 TAYLOR, W. A., & Co., 7300 York Road, Baltimore 4
 TESTING Machines, Inc., 427 W. 42nd St., New York 18, N. Y.
 THWING-Albert Instrument Co., Penn & Pulaski, Philadelphia 49, Pa.
 TOLEDO Scale Co., Toledo, Ohio
 TRIPLET Gauge, 1 Dover St., New York 7, N. Y.
 ★VANDERCOOK & Sons, 900 N. Kilpatrick Ave., Chicago 51, Ill.
 WALLIN Manufacturing Co., 309 S. 13th St., Omaha 2, Nebr.
 WESTINGHOUSE Electric & Mfg. Co., East Pittsburgh, Pa.
 WESTON Electrical Instrument Corp., 614 Frelinghuysen Ave., Newark, N. J.
 WILLIAMS, Brown & Earle, Inc., 918 Chestnut St., Philadelphia 7, Pa.
 GOLD FOIL (See Foil and Leaf)
 GRAINING MACHINE LININGS
 AMERICAN Graded Sand Co., 2512 Greenview Ave., Chicago, Ill.

GRAINING MACHINES, OFFSET-LITHO PLATES

★HOE, R., & Co., Inc., 910 E. 138th St., New York 34
NACEL-Ryan Mfg. Co., 4363 Woodward Ave., Royal
Oak, Mich.
SENEFELDER Co., 32 Greene St., New York 13, N. Y.
WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.
★ZARKIN Machine Co., Inc., 333 E. 27th St., New
York, N. Y.

GRAINING SANDS AND QUARTZ

CARBORUNDUM Co., Niagara Falls, N. Y.
SENEFELDER Co., 32 Greene St., New York 13, N. Y.
★SINCLAIR and Valentine Co., 611 W. 129th St.,
New York 27, N. Y.

GRINDING, CUTTING, DRILLING, POL- ISHING, AND BUFFING MACHINES

BLACK & Decker Mfg. Co., 760 Pennsylvania Ave.,
Towson 4, Md.
CHICAGO Wheel & Manufacturing Co., 1101 W.
Monroe St., Chicago, Ill.
★HAMMOND Machinery Builders, Inc., 1616 Doug-
las Ave., Kalamazoo 54, Mich.
RAYBESTOS-Manhattan, Inc., 61 Willet St., Passaic,
N. J.

GUILLOTINE CUTTERS, PHOTO- ENGRAVERS

DETROIT Edge Tool Co., 3425 Wright St., Detroit 7,
Mich.
★DOUTHITT Corporation, 680 E. Fort St., Detroit
26, Michigan
WESEL Manufacturing Co., 411 Gilligan St., Scrant-
on 1, Pa.

GUMMING, GLUING AND PASTING EQUIPMENT

1 Glue Pots and Kettles
2 Gluing, Gunning, Pasting Machines
3 Labeling
4 Lining
5 Mounting
6 Paper Covering
7 Stripping
1 2 3 4 5 6 7
ACME Electric Heating Co., 1217 Washington St.,
Boston, Mass.
1
ALTAIR Machinery Corp., 55-57 Vandam St., New
York, N. Y.
2
ANDERSON, C. F., & Sons, 3225 Calumet Ave., Chi-
cago 16, Ill.
1
BLACK & Decker Mfg. Co., 760 Pennsylvania Ave.,
Towson, Md.
1
BRACKETT Stripping Machine Co., 505 Jackson St.,
Topeka, Kan.
2
CHAMBERS Bros. Co., 52nd & Media Sts., Philadelphia
2
DOEPEL, J. E., Co., 626 Race St., Philadelphia, Pa.
2
DURBROW & Hearne, 12 Wooster St., New York
2
G. B. Mfg. Co., 812 W. Belmont Ave., Chicago 14
2
GENERAL Electric Co., 1 River Road, Schenectady 5,
N. Y.
1
GRAMMES, L. F., & Sons, Jordan & Union Sts., Allen-
town, Pa.
1 2 3
GUMMED Tape & Devices Co., 1318 Sixtieth St.,
Brooklyn, N. Y.
2 3
HIGH Production Machine Co., Inc., 533 N. 11th St.,
Philadelphia 23, Pa.
2
HOLLINGSWORTH, William, Machinery Co., 227
Holliday St., Baltimore, Md.
1
INSTANTANEOUS Glue Converter Co., 3732 Mont-
gomery Ave., Cincinnati, Ohio
1
INTERNATIONAL Paper Box Machine Co., 315
Main St., Nashua, N. H.
2
KLEEN-Stik Products, Inc., 2900 S. Michigan Ave.,
Chicago, Ill.
1 2
LIBERTY Electric Co., Inc., 1915 Madison Ave., In-
dianapolis, Ind.
1
MAYER Coating Machine Co., 520 Scottville Rd.,
Rochester, N. Y.
2
MOORE, Kenneth J., & Co., 1778 W. Estes Ave., Chi-
cago 26, Ill.
1
MULLER, Chas. A., Co., 153 Lafayette St., New York 13
2
NEW Advance Machinery Co., 208 E. Central Ave.,
Van Wert, Ohio
1
NEW Jersey Machine Corp., 16th & Willow Ave.,
Hoboken, N. J.
2 3 4
PADDY Machine Co., 610 Atlantic Ave., Boston, Mass.
2
PARRY, S. R., Machine Co., 222 Mill St., Rochester,
N. Y.

1 2 3 4 5 6 7
PAVYER Printing Machine Works, 600 S. Broadway,
St. Louis 2, Mo.
1 2 3 4 5 6 7
PLEGER, John J., Co., 613 W. 13th St., Chicago 16, Ill.
1 2 3 4 5 6 7
POTDEVIN Machine Co., 1221 38th St., Brooklyn 18
2 3
ROTOGRAVURE Engineering Co., 299 Marginal
St., East Boston 28, Mass.
2
SHERIDAN, T. W. & C. B., Co., 129 Lafayette St.,
New York 13, N. Y.
2
SMYTH Manufacturing Co., 9 Sigourney St., Hart-
ford 6, Conn.
2
SPECIALTY Automatic Machine Co., 88 Gerrish Ave.,
Chelsea 50, Mass.
2
STAUBE, E. G., Mfg. Co., 2675 University Ave., St.
Paul 4, Minn.
2
STA-Warm Electric Co., Ravenna, Ohio
1
STOKES & Smith Co., Frankford Ave., Philadelphia
2
U. S. Automatic Box Machinery Co., 18 Aroboratum
St., Boston, Mass.
2
WALDRON, John, Corp., New Brunswick, N. J.



HEADBINDING MACHINES, BOOK- BINDER'S

FULLER, E. C., Co., 28 Reade St., New York 7, N. Y.

HEATERS, SHEET AND WEB DRYERS

1 Gas
2 Electric
3 Lamps, Infra Red
4 Ovens
5 Unit, Industrial
6 Web Dryers
1 2 3 4 5 6
ACME Electric Heating Co., 1217 Washington St.,
Boston 18, Mass.
1 2
ACME Printing Appliance Co., 542 S. Dearborn St.,
Chicago 5, Ill.
1 2
ALTAIR Machinery Corp., 55 Vandam St., New
York 13, N. Y.
2
BEALL, Jack, 641 S. Dearborn St., Chicago 3, Ill.
1 2
★BRANDTJEN & Kluge, Inc., Gaultier at Como Ave.,
St. Paul 3, Minn.
2
CARRIER Corp., South Geddes St., Syracuse 1, N. Y.
2
CHRISTENSEN Machine Co., The, 100 Fourth St.,
Racine, Wis.
1 2
CRAIG Corp., 143 W. 20th St., New York, N. Y.
1
CRONITE Co., 35 Park Pl., New York 7, N. Y.
1 2 3
★DOYLE, J. E., Co., 1220 W. Sixth St., Cleveland
3
FOSTORIA Pressed Steel Corp., Fostoria, Ohio
1 2 3 4 5 6
★GAETJENS, Berger & Wirth, Inc., 35 York Street,
Brooklyn 1, N. Y.
1 2
GENERAL Electric Co., 1 River Road, Schenectady 5,
N. Y.
2 3 5
HOLLINGSWORTH, Wm., Machine Co., 227 N. Hol-
liday St., Baltimore 2, Md.
2
MARSHALL Son & Wheelock, Inc., 82 Lincoln St.,
Boston 11, Mass.
2
★MERGENTHALER Linotype Co., 29 Ryerson St.,
Brooklyn 5, N. Y.
1 2
MURRAY, D. J., Manufacturing Co., 1002-1024 Third
St., Wausau, Wis.
1 2 3
POTDEVIN Machine Co., 1221 38th St., Brooklyn
18, N. Y.
1 2 4
★RATHBUN & Bird Co., 379 W. Broadway, New
York 12, N. Y.
1
SELAS Corporation, Erie Ave. & D St., Philadelphia 34
4 5 6
STATIC Eliminator and Printing Press Heater Co.,
239 Centre St., New York 13, N. Y.
1 2
TRANE Co., La Crosse, Wis.
2
WABASH Appliance Corp., 345 Carroll St., Brooklyn
31, N. Y.
2 4 5 6
WESTINGHOUSE Electric Corp., P. O. Box 868,
Pittsburgh, Pa.

HEATING, VENTILATING SYSTEMS

★BAHNSON Co., The, 1001 S. Marshall St., Winston-
Salem, N. C.
GENERAL Electric Co., 1 River Rd., Schenectady 5,
N. Y.
MERCHANTS & Evans Co., 2035 Washington Ave.,
Philadelphia 46, Pa.
TRANE Co., La Crosse, Wis.
WESTINGHOUSE Electric Corp., P. O. Box 868,
Pittsburgh, Pa.

HINGED PAPER COVERING MACHINE

PLEGER, John J., Co., 613 W. 16th St., Chicago 16, Ill.

HOISTS, PAPER ROLL, HAND, AND ELECTRIC

GOSS Printing Press Co., 1435 S. Paulina St., Chi-
cago 8, Ill.
RICHARDS-Wilcox Manufacturing Co., 176 Third
St., Aurora, Ill.
SHAW Box Co., Muskegon, Mich.
YALE & Towne Manufacturing Co., 4330 Tacony,
Philadelphia, Pa.

HUMIDORS, MATRIX, STEREOTYPE

★NOLAN Machinery Corp., 1333 E. Dominick St.,
Rome, N. Y.
SHAW Machine & Tool Co., 1151 Temple St., Los
Angeles 12, Cal.
STEREOTYPE Equipment Co., 2815 Irving Park Rd.,
Chicago 18, Ill.
WESEL Manufacturing Co., 411 Gilligan St., Scranton
1, Pa.



IMAGE REVERSERS, STRAIGHT LINE

★HUEBNER Laboratories, 305 E. 46th St., New
York 17

IMAGE REVERSING LENSES, STRAIGHT LINE

★HUEBNER Laboratories, 305 E. 46th St., New
York 17

IMPRESSION LEAD, ELECTROTYPERS'

REYNOLDS Metal Co., Reynolds Metal Bldg., Rich-
mond, Va.

INDEX CUTTING MACHINES

★LAWSON, E. P., Co., Inc., 426 W. 33d St., New
York 1
MARCY, G. D., 8 Lakewood Rd., Newton Highlands
1, Mass.
MULLER, Chas. A., Co., 153 Lafayette St., New York 13
★NYGREN-Dahly Co., Inc., 218-230 N. Jefferson St.,
Chicago 6, Ill.
★SOUTHWORTH Machine Co., Inc., 30 Warren
Ave., Portland, Me.

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★AIGNER, G. J., Co., 503 S. Jefferson St., Chicago 7
BURKHARDT Company, 347 W. Larned St., Detroit
26, Mich.
DENNISON Manufacturing Co., Framingham, Mass.
ELBE File & Binder Co., 649 Alden St., Fall River,
Mass.
MELIND, Louis, Company, 362 W. Chicago Ave., Chi-
cago 10, Ill.

INK MEASURING MACHINES

LITHOGRAPHIC Technical Foundation, 131 E. 39th
St., New York 16, N. Y.

INK MILLS, MIXING MACHINES

DAY, J. H., Co., The, 1144 Harrison Ave., Cincinnati
EXCELLO Machine Co., 1615 College Ave., S. E.,
Grand Rapids 7, Mich.
KENT Machine Works, Inc., 37 Gold St., Brooklyn
LEHMAN, J. M., Co., Inc., Lyndhurst, N. J.
READ Machinery Co., Inc., York, Pa.
ROSS, Charles, & Son Co., 148 Classon Ave., Brooklyn

INK PANS AND BULBS, RULING

MACHINE
HICKOK, W. O., Manufacturing Co., Ninth & Cam-
berland Sts., Harrisburg, Pa.
★MC ADAMS, John, & Sons, Inc., 20 Knight St., Nor-
walk, Conn.

INK SKINNING, ANTI, COMPOUND

ANCHOR Chemical Co., Inc., 829 Bergen St., Brook-
lyn 16, N. Y.
BRADEN-Sutphin Ink Co., 3800 Chester Ave., Cleve-
land 14, Ohio
BRAZNEEL Co., 2227 Walnut St., Louis 3, Mo.
MONOGRAM Co., 150-152 N. Fifth St., Philadelphia 6
★TRIANGLE Ink & Color Co., 305 E. 45th St., New
York 17, N. Y.
ULLMAN, Sigmond, Co., Div. Sun Chemical Corp.,
Park Ave. & 146th St., New York 51, N. Y.

INK TANKS

GOSS Printing Press Co., 1435 S. Paulina St., Chicago
8, Ill.

INKED RIBBONS

UNDERWOOD Corporation, 1 Park Ave., New York
16, N. Y.

INK ADJUSTING COMPOUNDS

ACME Printing Ink Co., 1315 W. Congress St., Chicago 7, Ill.
 AMERICAN Printing Ink, Gen. Prtg. Ink Div. Sun Chemical Corp., 1201 W. Washington Blvd., Chicago 7, Ill.
 ANCHOR Chemical Co., 829 Bergen St., Brooklyn 16
 ARTCO Printing Ink Corp., 1715 W. Canal St., Milwaukee 3, Wis.
 ARTCRAFT Ink Co., 333 N. Diamond St., New Orleans 13, La.
 BRADEN Sutphin Ink Co., 3800 Chester Ave., Cleveland 14, Ohio
 BARTA-Griffin Co., 72 Commercial St., Worcester 1, Mass.
 BOWERS Printing Ink Co., 711 W. Lake St., Chicago 6
 BRAZNEILL Co., 2227 Walnut St., St. Louis 3, Mo.
 BUCKEYE Printing Ink Co., 480 S. Pearl St., Columbus 15, Ohio
 CALIFORNIA Ink Co., Inc., 545 Sansome St., San Francisco 11, Cal.
 CAMDEN Ink & Color Co., 1001 Market St., Camden, N. J.
 ★CENTRAL Compounding Co., 1718 N. Damen Ave., Chicago 47, Ill.
 ★CRESCENT Ink & Color Co. of Pa., 464 N. Fifth St., Philadelphia 23, Pa.
 EAGLE Printing Ink, Gen. Prtg. Ink Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.
 FINNE-DETRICK, Inc., 333 Hudson St., New York 13, N. Y.
 FUCHS & Lang Mfg. Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.
 ★GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn 1, N. Y.
 HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 11
 HUBER, J. M., Inc., 460 W. 34th St., New York 1, N. Y.
 INCO Co., 1426 W. Third St., Cleveland 12, Ohio
 INDIANA Chemical & Mfg. Co., 517 S. Alabama St., Indianapolis 4, Ind.
 INK & Chemical Co., Inc., 507 Fifth Ave., New York 17
 ★JOHNSON, Charles Eneu & Co., 10th & Lombard Sts., Philadelphia 47, Pa.
 KOHL & Madden Printing Ink Co., 1132 S. Jefferson St., Chicago 7, Ill.
 LEVEY, Fredk. H., Co., Inc., 41 E. 42d St., New York 17, N. Y.
 MC CUTCHEON Bros. & Quality, Inc., 1130 Callowhill St., Philadelphia, Pa.
 MEINERS, Bernhard, Inc., 22 Albany St., New York 6
 MESSEUR, Edward D., Co., 245 7th Ave., New York
 PERFECTION Products Co., 116 Earl St., Rochester 11, N. Y.
 ROBERTS, Lewis, Inc., 72 Union St., Newark 5, N. J.
 ROOSEN, H. D., Co., Div. Columbia Carbon Co., 41 E. 42nd St., New York 17, N. Y.
 ★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 51, N. Y.
 ★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.
 ★SLEIGHT Metallic Ink Co., 538-540 N. Third St., Philadelphia, Pa.
 SUN Chemical Corp., 100 Sixth Ave., New York 13, N. Y.
 SUPERIOR Printing Ink Co., 295 Lafayette St., New York 12, N. Y.
 ★TRIANGLE Ink & Color Co., 305 E. 45th St., New York 17, N. Y.
 ULLMAN, Sigmund, Gen. Prtg. Ink Div. Sun Chemical Corp., Park Ave. & 146th St., New York 51, N. Y.
 WILSON, W. D., Printing Ink Co., 5-38 46th Ave., Long Island City 1, N. Y.
 WINSLOW Ink Corp., 124 White St., New York 13

ROBERTS, Lewis, Inc., 72 Union St., Newark 5, N. J.
 ROOSEN, H. D., Co., Div. Columbia Carbon Co., 41 E. 42nd St., New York 17, N. Y.
 ★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 51, N. Y.
 ★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.
 ★SLEIGHT Metallic Ink Co., 538-540 N. Third St., Philadelphia, Pa.
 SUN Chemical Corp., 100 Sixth Ave., New York 13, N. Y.
 SUPERIOR Printing Ink Co., 295 Lafayette St., New York 12, N. Y.
 ★TRIANGLE Ink & Color Co., 305 E. 45th St., New York 17, N. Y.
 ULLMAN, Sigmund, Gen. Prtg. Ink Div. Sun Chemical Corp., Park Ave. & 146th St., New York 51, N. Y.
 WILSON, W. D., Printing Ink Co., 5-38 46th Ave., Long Island City 1, N. Y.
 WINSLOW Ink Corp., 124 White St., New York 13

INK, DRY COLORS

CALIFORNIA Ink Co., Inc., 545 Sansome St., San Francisco 11, Cal.
 EAGLE Printing Ink, General Printing Ink Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.
 INK & Chemical Co., 507 Fifth Ave., New York 17
 ★JOHNSON, Charles Eneu & Co., 10th & Lombard Sts., Philadelphia 47, Pa.
 MONSANTO Chemical Co., Merrimac Div., Everett 49, Mass.
 ROBERTS, Lewis, Inc., 72 Union St., Newark 5, N. J.
 ROOSEN, H. D., Co., Div. Columbia Carbon Co., 41 E. 42nd St., New York 17, N. Y.
 ★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 51, N. Y.
 ★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.

INK PASTE

AMERICAN Printing Ink, Gen. Prtg. Ink Div. Sun Chemical Corp., 1201 W. Washington Blvd., Chicago 7, Ill.
 ULLMAN, Sigmund, Gen. Prtg. Ink Div. Sun Chemical Corp., Park Ave. & 146th St., New York 51, N. Y.

INK REDUCERS

(See Ink Adjusting Compounds)

INK SIZES

AMERICAN Printing Ink, Gen. Prtg. Ink Div. Sun Chemical Corp., 1201 W. Washington Blvd., Chicago 7, Ill.
 EAGLE Printing Ink, Gen. Prtg. Ink Div. Sun Chemical Corp., Park Ave. & 146th St., New York 51, N. Y.
 ULLMAN, Sigmund, Gen. Prtg. Ink Div. Sun Chemical Corp., Park Ave. & 146th St., New York 51, N. Y.

INKS—SPECIAL

1 Anilin
 2 Bread Wrapper
 3 Bronze, Dry
 4 Carbonizing (also Spot)
 5 Carton, Paper Box
 6 Cellulose Tissue Ink
 7 Cold-Set
 8 Color Comic
 9 Decalcomania
 10 Duplicator Inks
 11 Film—Staging, Topping, etc.
 12 Fluorescent
 13 Food-Mark
 14 Hectograph
 15 Indelible for Stencil Marking
 16 Invisible
 17 Metal Decorating
 18 Numbering Machine
 19 Opacifying, Photo Film
 20 Parchment (Hot Wax)
 21 Perfumed
 22 Pigments, Aluminum
 23 Pyroplastic (Rubber Base)
 24 Soap Wrapper
 25 Special Purpose
 26 Steam Set
 27 Stereotype Casting
 28 Transfer
 29 Water Color
 30 Water-Set
 31 Watermark

1 2 3 4 5 6 7 8 9 10 11
 12 13 14 15 16 17 18 19 20 21 22
 23 24 25 26 27 28 29 30 31

ACME Printing Ink Co., 1315 W. Congress St., Chicago 7, Ill.
 3 4 17 18 8 9 21

ALUMINUM Co. of America, 801 Gulf Bldg., Pittsburgh 19, Pa.
 29

AMERICAN Numbering Machine Co., Atlantic & Shepherd Aves., Brooklyn 8, N. Y.
 18

AMERICAN Printing Ink, Gen. Prtg. Ink Div. Sun Chemical Corp., 1201 W. Washington Blvd., Chicago 7, Ill.
 2 5 6 9 10 20

ARTCO Printing Ink Corp., 1715 W. Canal St., Milwaukee 3, Wis.
 1 2 15 17 8

ARTCRAFT Ink Co., Inc., 333 N. Diamond St., New Orleans 13, La.
 2 4 5 8 10

1 2 3 4 5 6 7 8 9 10 11
 12 13 14 15 16 17 18 19 20 21 22
 23 24 25 26 27 28 29 30 31

ARTISTS Supply Co., 7610 Decker Ave., Cleveland 3
 19

BAER Bros., 438 W. 37th St., New York 18, N. Y.
 3

BARTA-Griffin Co., 72 Commercial St., Worcester 1, Mass.
 22

BENSING Bros. & Deeney, 401 N. Broad St., Philadelphia 8, Pa.
 1 2 5 6 18 19 9 22

BOTH, O. A., Corp., 114 Pearl St., Boston, Mass.
 13 25 26 28 29 30 31

BOWERS Printing Ink Co., 711 W. Lake St., Chicago 6
 13 18 20 21

BRADEN Sutphin Ink Co., 3800 Chester Ave., Cleveland 14, Ohio
 1 2 4 5 8 9 10

BRAZNEILL Co., 2227 Walnut St., St. Louis 3, Mo.
 23 25 26 28 29 30 31

BROWN Lindsay Paint Co., 2601 W. Grand Ave., Chicago 12, Ill.
 9

BUCKEYE Printing Ink Co., 480 S. Pearl St., Columbus 15, Ohio
 3 4

CALIFORNIA Ink Co., Inc., 545 Sansome St., San Francisco 11, Cal.
 1 4 8 9 10

CAPITOL Printing Ink Co., 821 Third St., Des Moines 1, Iowa
 4

CARLSON, John P., Inc., 420 Carroll St., Brooklyn 15
 2 17 8 20

CHEMICAL Color & Supply Co., Div. General Printing Ink Corp., 547 S. Clark St., Chicago 3, Ill.
 25

CHICAGO Printing Ink Co., 205 W. Wacker Drive, Chicago 6, Ill.
 3

CONSOLIDATED Printing Ink Co., 481 N. Griggs St., St. Paul 4, Minn.
 2 18 8 20 21

CRAFTINT Mfg. Co., 210 St. Clair Ave., N. W. Cleveland 13, Ohio
 19

★CRESCENT Ink & Color Co. of Pa., 464 N. Fifth St., Philadelphia 23, Pa.
 1 13 17 19 20 21

CROWE Printing Ink Co., 724 N. 3d St., Philadelphia 23, Pa.
 2 17 20

BEN DAY, Inc., 118 E. 28th St., New York 16, N. Y.
 11

DRISCOLL, Martin & Co., 610 Federal St., Chicago 3
 19

EAGLE Printing Ink, Gen. Prtg. Ink Div. Sun Chemical Corp., Park Ave. & 146th St., New York 51, N. Y.
 2 3 4 5 6 9 10 21

FINNE-DETRICK, Inc., 333 Hudson St., New York 13
 1 4 17 19 20

FLINT, Howard, Ink Co., Clark Ave. & M. C. R. R., Detroit 9, Mich.
 1 2 4 5 17 8 20 21

★FORCE, Wm., A. & Co., Inc., 216 Nichols Ave., Brooklyn 8, N. Y.
 18

FUCHS & Lang, Gen. Prtg. Ink Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.
 2 5 6 17 20

★GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn 1, N. Y.
 3 17 18 20

GOTHAM Ink & Color Co., 5-19 47th Ave., Long Island City 1, N. Y.
 1 5 17 20

GUTHRIE Ceramic & Labelling Machine Co., 424 Pitt St., Windsor, Ontario, Can.
 23

HELLMUTH, Charles, Printing Ink Corp., 154 W. 18th St., New York 11, N. Y.
 18 9 21 11

HELLMUTH, Charles, Printing Ink Corp., 154 W. 18th St., New York 11, N. Y.
 18 29

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31
HERRICK, Wm. C., Ink Co., Inc., Maple St. & Erie
R. R., East Rutherford, N. J.
HICKOK, W. O., Mfg. Co., 9th & Cumberland Sts.,
Harrisburg, Pa.
HILL-Hentschel Company, 3928 Clayton Ave., St.
Louis 10, Mo.
HUBER, J. M., Inc., 460 W. 34th St., New York 1
24 25 30
7 8
ILLINOIS Bronze Powder Co., Inc., 2023 S. Clark St.,
Chicago 16, Ill.
INCO Company, 1426 W. Third St., Cleveland 13, O.
17 20
INK & Chemical Co., Inc., 307 Fifth Ave., New York
17, N. Y.
13 14 15 16 17 18 19 20 21
27 31
★INTERNATIONAL Printing Ink Corp., 350 Fifth
Ave., New York 1, N. Y.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
28 29 31
★JOHNSON, Charles Eneu, & Co., 10th & Lombard
Sts., Philadelphia 47, Pa.
1 2 3 4 5 6 7 8 9 10
11 12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
★KELLY, E. J., Gen. Prtg. Ink Div. Sun Chemical
Corp., 1807 N. Pitcher St., Kalamazoo 45, Mich.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
LEVEY, Fredk. H., Co., Inc., 41 E. 42d St., New York 17
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
MATTHEWS, Jas. H., & Co., 3951 Forbes St., Pitts-
burgh 13, Pa.
MAYER, Robert, Co., Inc., 1107 Grand St., Hoboken,
N. J.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
★MC ADAMS, John, & Sons, Inc., 20 Knight St.,
Norwalk, Conn.
MC CUTCHEON Bros. & Quality, Inc., 1130 Callow-
hill St., Philadelphia, Pa.
MEINERS, Bernhard, Inc., 22 Albany St., New York 6
28
MELIND, Louis, Company, 362 W. Chicago Ave.,
Chicago 10, Ill.
MORRILL, Geo. H., Gen. Prtg. Ink Div. Sun Chemical
Corp., 100 Sixth Ave., New York 13, N. Y.
2 3 4 5 6 7 8 9 10 11
22 23 24 25 26 27 28 29 30 31
OHIO Bronze Powder Co., 1120 E. 152d St., Cleve-
land 10, Ohio
OHIO Ink Laboratories, 308 Main St., Cincinnati 2
OKIE, F. G., Inc., 247 S. Third St., Philadelphia 6, Pa.
OLSEN Mark Corp., 124 White St., New York 13,
N. Y.
PAYSON'S Indelible Ink Co., Northampton, Mass.
PEERLESS Roll Leaf Co., 4511 New York Ave., Union
City, N. J.
POPE & Gray, Inc., 95 Morton St., New York 14, N. Y.
2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
REDIMAT Co., St. Petersburg, Fla.
ROBERTS, Lewis, Inc., 72 Union St., Newark 5, N. J.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31
★ROBERTS Numbering Machine Co., 694 Jamaica
Ave., Brooklyn 8, N. Y.
ROOSEN, H. D., Co., Div. Columbia Carbon Co., 41
E. 42nd St., New York 17, N. Y.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
SCHWARM & Jacobus Co., 1216 Jackson St., Cincin-
nati 10, Ohio
2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New
York 51, N. Y.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
★SINCLAIR & Valentine Co., 611 W. 129th St., New
York 17, N. Y.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31
★SLEIGHT Metallic Ink Co., 900 S. Clinton St.,
Chicago, Ill.
2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31
STAFFORD, S. S., Inc., 609 Washington St., New
York 14, N. Y.
14 15
STOKES, A., Co., Hudson, Ohio
16
SUPERIOR Printing Ink Co., 295 Lafayette St., New
York 12, N. Y.
14 15
★TRIANGLE Ink & Color Co., 305 E. 45th St., New
York 17, N. Y.
2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31
ULLMAN, Sigmund, Gen. Prtg. Ink Div. Sun Chemical
Corp., Park Ave. & 146th St., New York 51, N. Y.
2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
WILSON, W. D., Printing Ink Co., 5-38 46th Ave.,
Long Island City 1, N. Y.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31

INKS—STANDARD

1 Color Process
2 Engravers
3 Gloss
4 Gravure
5 Half-tone
6 Heat-Set
7 Letterpress
8 Metallic
9 Offset-Lithographic
10 Plate Printing
11 Rotary Press, News
12 Ruling
13 Safety (Bank Note)
14 Dull
15 Newspaper
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
ACME Printing Ink Co., 1315 W. Congress St., Chi-
cago 7, Ill.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
AMERICAN Printing Ink Co., Div. Sun Chemical
Corp., 1201 W. Washington Blvd., Chicago 7, Ill.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
ARTCO Printing Ink Corp., 1715 W. Canal St., Mil-
waukee 3, Wis.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
ARTCRAFT Ink Co., Inc., 333 N. Diamond St., New
Orleans 13, La.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
BAER Bros., 438 W. 37th St., New York 18, N. Y.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
BARTA-Griffin Co., 72 Commercial St., Worcester 1,
Mass.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
★BENSING Bros. & Deener, 401 N. Broad St., Phila-
delphia 8, Pa.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
BOTH, O. A., Corp., 114 Pearl St., Boston, Mass.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
BOWERS Printing Ink Co., 711 W. Lake St., Chicago 6
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
BRADEN Sutphin Ink Co., 3800 Chester Ave., Cleve-
land 14, Ohio
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
BRAZNEILL Co., Inc., 2227 Walnut St., St. Louis 3, Mo.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
BUCKEY Printing Ink Co., 480 S. Pearl St., Colum-
bus 15, Ohio
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
C. E. B. Printing Ink Co., 817 W. Washington Blvd.,
Chicago 7, Ill.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
CALIFORNIA Ink Co., Inc., 545 Sansome St., San
Francisco 11, Cal.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
CAPITOL Printing Ink Co., 821 Third St., Des
Moines 1, Iowa
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
CARLSON, John P., Inc., 420 Carroll St., Brooklyn 15
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
CARMICHAEL Printing Ink Co., 168 Forsyth, S. W.,
Atlanta 3, Ga.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
CHEMICAL Color & Supply Co., Div. General Printing
Ink Corp., 547 S. Clark St., Chicago 5, Ill.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
CHICAGO Printing Ink Co., 205 W. Wacker Drive,
Chicago 6, Ill.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
CONSOLIDATED Printing Ink Co., 431 N. Griggs
St., St. Paul 4, Minn.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
★CRESCENT Ink & Color Co. of Pa., 464 N. Fifth St.,
Philadelphia 23, Pa.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
12 13
CRONITE Company, 35 Park Place, New York 7
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
CROWE Printing Ink Co., 724 N. Third St., Phila-
delphia 23, Pa.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
BEN DAY, Inc., 118 E. 28th St., New York 16, N. Y.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
DREDGE, A., Ruling Pen Co., 350 W. 31st St., New
York 1, N. Y.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31
DRISCOLL, Martin, & Co., 610 Federal St., Chicago 5
EAGLE Printing Ink, Gen. Prtg. Ink Div. Sun Chemical
Corp., Park Ave. & 146th St., New York 51, N. Y.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
FAUST, Rudolph, 628-632 Degraw St., Brooklyn 17
FINNE-Detrick, Inc., 333 Hudson St., New York 13
FLINT, Howard, Ink Co., Clark Ave., & M. C. R. R.
Detroit 9, Mich.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
FUCHS & Lang, Gen. Prtg. Ink Div. Sun Chemical
Corp., 100 Sixth Ave., New York 13, N. Y.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
★GAETJENS, Berger & Wirth, Inc., 35 York St.,
Brooklyn 1, N. Y.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
GOTHAM Ink & Color Co., 3-19 47th St., Long Island
City 1, N. Y.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
GRADY & Neary Ink Co., 117 W. Harrison St., Chi-
cago 3, Ill.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
HELMUTH, Charles, Printing Ink Corp., 154 W. 18th
St., New York 11, N. Y.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
HERRICK, Wm. C., Ink Co., Maple St. & Erie R. R.
Rutherford, N. J.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
HICKOK, W. O., Mfg. Co., 9th & Cumberland Sts.,
Harrisburg, Pa.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 11
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
HUBER, J. M., Inc., 460 W. 34th St., New York 1
ILLINOIS Bronze Powder Co., Inc., 2023 S. Clark St.,
Chicago 16, Ill.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
INCO Company, 1426 W. Third St., Cleveland 13
INK & Chemical Co., Inc., 307 Fifth Ave., New York
17, N. Y.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
★INTERNATIONAL Printing Ink Corp., 350 Fifth
Ave., New York 1, N. Y.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
★JOHNSON, Charles Eneu, & Co., 10th & Lombard
Sts., Philadelphia 47, Pa.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
KELLY, E. J., Gen. Prtg. Ink Div. Sun Chemical Corp.,
1807 N. Pitcher St., Kalamazoo 45, Mich.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
KOHL and Madden Printing Ink Co., 1132 S. Jefferson
St., Chicago 7, Ill.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
LEVEY, Fredk. H., Co., Inc., 41 E. 42d St., New York
17, N. Y.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
LITHOMAT Corp., 38 Charles St., Cambridge, Mass.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
MANUFACTURERS Printing Ink Corp., 1 Main St.,
Brooklyn 1, N. Y.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
MARKEM Machine Co., Keene, N. H.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
MAYER, Robert, Co., Inc., 1107 Grand St., Hoboken,
N. J.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
★MC ADAMS, John, & Sons, Inc., 20 Knight St.,
Norwalk, Conn.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
MC CUTCHEON Bros. & Quality, Inc., 1130 Callow-
hill St., Philadelphia, Pa.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
MEINERS, Bernhard, Inc., 22 Albany St., New York 6
MEYER, E. W., Co., 407 E. Michigan St., Milwaukee,
Wisc.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
MORRILL, Geo. H., Gen. Prtg. Ink Div. Sun Chemical
Corp., 100 Sixth Ave., New York 13, N. Y.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
OHIO Ink Laboratories, 308 Main St., Cincinnati 2
OKIE, F. G., Inc., 247 S. Third St., Philadelphia 6, Pa.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
PACIFIC Coast Div. Sun Chemical Corp., 1425 Folsom
St., San Francisco 3, Cal.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
PECK, James L., 47 High St., West Orange, N. J.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
POPE & Gray, Inc., 95 Morton St., New York 14, N. Y.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
ROBERTS, Lewis, Inc., 72 Union St., Newark 5, N. J.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
ROOSEN, H. D., Company, Div. Columbia Carbon
Co., 41 E. 42nd St., New York 17, N. Y.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
SCHWARM & Jacobus Co., 1216 Jackson St., Cincin-
nati 10, Ohio
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31
SENEFELDER Company, Inc., 32 Greene St., New
York 13, N. Y.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15
★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 51, N. Y.
1 2 3 4 5 6 7 8 9 10 11
★SINCLAIR & Valentine Co., 611 W. 129th St., New York 17, N. Y.
1 2 3 4 5 6 7 8 9 10 11
★SLEIGHT Metallic Ink Co., 538-540 N. Third St., Philadelphia, Pa.
1 2 3 4 5 6 7 8 9 10 11
STEEL City Printing Ink Co., 2 Penn Ave., Pittsburgh 22, Pa.
1 2 3 4 5 6 7 8 9 10 11
STOKES, A. Co., Hudson, Ohio
1 2 3 4 5 6 7 8 9 10 11
SUPERIOR Printing Ink Co., 295 Lafayette St., New York 12, N. Y.
1 2 3 4 5 6 7 8 9 10 11
★TRIANGLE Ink & Color Co., 305 E. 45th St., New York 17, N. Y.
1 2 3 4 5 6 7 8 9 10 11
ULLMAN, Sigmund, Gen. Prtg. Ink Div. Sun Chemical Corp., Park Ave. & 146th St., New York 51, N. Y.
1 2 3 4 5 6 7 8 9 10 11
WHALEY'S Metallic Powders, Freistatt, Mo.
1 2 3 4 5 6 7 8 9 10 11
WILSON, W. D., Printing Ink Co., 5-38 46th Ave., Long Island City 1, N. Y.
1 2 3 4 5 6 7 8 9 10 11
WINSLOW Ink Corp., 124 White St., New York 13

INK VARNISHES AND LACQUER

1 Lacquer
2 Varnish
1 2
ACME Printing Ink Co., 1315 W. Congress St., Chicago 7, Ill.
1 2
ALLIED Finishing Specialties Co., 2610 W. Grand Ave., Chicago 12, Ill.
1 2
AMERICAN Printing Ink, Gen. Prtg. Ink Div. Sun Chemical Corp., 1201 W. Washington Blvd., Chicago 7, Ill.
1 2
ANCHOR Chemical Co., 829 Bergen St., Brooklyn 16
1 2
ARTCRAFT Ink Co., Inc., 333 N. Diamond St., New Orleans 13, La.
1 2
BAER Bros., 438 W. 37th St., New York 18, N. Y.
1 2
BOTH, O. A., Corp., 114 Pearl St., Boston 10, Mass.
1 2
BOWERS Printing Ink Co., 711 W. Lake St., Chicago 6
1 2
BRADEN Stuphin Ink Co., 3800 Chester Ave., Cleveland 14, Ohio
1 2
BRAZNEEL Co., Inc., 2227 Walnut St., St. Louis 3, Mo.
1 2
BUCKEYE Printing Ink Co., 480 S. Pearl St., Columbus 15, Ohio
1 2
CALIFORNIA Ink Co., Inc., 545 Sansome St., San Francisco 11, Cal.
1 2
CHEMICAL Color & Supply Co., Div. General Printing Ink Corp., 547 S. Clark St., Chicago 5, Ill.
1 2
CHICAGO Printing Ink Co., 205 W. Wacker Drive, Chicago 6, Ill.
1 2
★CRESCENT Ink & Color Co. of Pa., 464 N. Fifth St., Philadelphia 23, Pa.
1 2
DRISCOLL, Martin & Co., 610 Federal St., Chicago 5
1 2
DU PONT, E. I., de Nemours & Co., Wilmington, Del.
1 2
EAGLE Printing Ink, Gen. Prtg. Ink Div. Sun Chemical Corp., Park Ave. & 146th St., New York 51, N. Y.
1 2
FLINT, Howard, Ink Co., Clark Ave. & MCRR, Detroit 9, Mich.
1 2
FUCHS & Lang, Gen. Prtg. Ink Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.
1 2
★GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn 1, N. Y.
1 2
GOTHAM Ink & Color Co., 5-19 47th St., Long Island City 1, N. Y.
1 2
HELLMUTH, Charles, Printing Ink Corp., 154 W. 18th St., New York 11, N. Y.
1 2
HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 11
1 2
HILO Varnish Corp., 56 Stewart Ave., Brooklyn 6
1 2
HUBER, J. M., Inc., 460 W. 34th St., New York 1, N. Y.
1 2
ILLINOIS Bronze Powder Co., Inc., 2023 S. Clark St., Chicago 16, Ill.
1 2
INDIANA Chemical & Mfg. Co., 517 S. Alabama St., Indianapolis 4, Ind.
1 2

1 2
INK & Chemical Co., Inc., 507 Fifth Ave., New York 17
1 2
INTERNATIONAL Printing Ink Corp., 350 Fifth Ave., New York 1, N. Y.
1 2
★JOHNSON, Chas. Eneu, & Co., 10th & Lombard Sts., Philadelphia 47, Pa.
1 2
KELLY, E. J., Gen. Prtg. Ink Div. Sun Chemical Corp., 1807 N. Pitcher St., Kalamazoo 45, Mich.
1 2
KOHL and Madden Printing Ink Co., 1132 S. Jefferson St., Chicago 7, Ill.
1 2
LEVEY, Fredk. H., Co., Inc., 41 E. 42d St., New York 17, N. Y.
1 2
MC CUTCHEON Bros. & Quality, Inc., 1130 Callowhill St., Philadelphia, Pa.
1 2
MEINERS, Bernhard, Inc., 22 Albany St., New York 6
1 2
MONSANTO Chemical Co., Merrimac Div., Everett 49, Mass.
1 2
OKIE, F. G., Inc., 247 S. Third St., Philadelphia 6, Pa.
1 2
PECK, James L., 47 High St., West Orange, N. J.
1 2
POPE & Gray, Inc., 95 Morton St., New York 14, N. Y.
1 2
ROBERTS, Lewis, Inc., 72 Union St., Newark 5, N. J.
1 2
ROOSE, H. D., Company, Div. Columbia Carbon Co., 41 E. 42nd St., New York 17, N. Y.
1 2
★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 51, N. Y.
1 2
★SINCLAIR & Valentine Co., 611 W. 129th St., New York 17, N. Y.
1 2
★SLEIGHT Metallic Ink Co., 538-540 N. Third St., Philadelphia, Pa.
1 2
SUN Chemical Corp., 100 Sixth Ave., New York 13
1 2
SUPERIOR Printing Ink Co., 295 Lafayette St., New York 12, N. Y.
1 2
ULLMAN, Sigmund, Gen. Prtg. Ink Div. Sun Chemical Corp., Park Ave. & 146th St., New York 51, N. Y.
1 2
WILSON, W. D., Printing Ink Co., 5-38 46th Ave., Long Island City 1, N. Y.
1 2
WINSLOW Ink Corp., 124 White St., New York 13

INSERTING MACHINES

BARKLEY & Dexter, 528 Commonwealth Ave., Boston 15, Mass.
1 2
CHRISTENSEN Machine Co., 100 Fourth St., Racine, Wis.
1 2
★DEXTER Folder Co., Pearl River, N. Y.
1 2
HICKOK, W. O., Mfg. Co., 9th & Cumberland Sts., Harrisburg, Pa.
1 2
★MC ADAMS, John, & Sons, Inc., 20 Knight St., Norwalk, Conn.

JIG SAWS AND DRILLING MACHINES

BOICE-Crane Co., 930 W. Central Ave., Toledo 6, Ohio
1 2
GOSS Printing Press Co., The, 1535 S. Paulina St., Chicago 8, Ill.
1 2
★HOE, R. & Co., Inc., 910 E. 138th St., New York 54
1 2
MILWAUKEE Saw Trimmer Corp., 612 E. Clybourn St., Milwaukee 2, Wis.
1 2
PIONEER Toledo Corp., 1212 Jackson St., Toledo, Ohio
1 2
PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio
1 2
★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.
1 2
ROYLE, John, & Sons, 10 Essex St., Paterson 3, N. J.
1 2
WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.

JOGGING MACHINES

★ABRAMS, M. L., Co., 1639 Superior Ave., N. E., Cleveland, Ohio
1 2
BRACKETT Stripping Machine Co., 305 Jackson St., Topeka, Kan.
1 2
★LAWSON, E. P., Co., Inc., 426 W. 33rd St., New York 1, N. Y.
1 2
MACK Specialties Co., 18 E. Fourth St., Cincinnati 2
1 2
MAXSON Automatic Machinery Co., 98 Granite St., Westerly, R. I.
1 2
★SOUTHWORTH Machine Co., 30 Warren Ave., Portland 5, Me.
1 2
★SYNTRON Company, 575 Lexington Ave., Homer City, Pa.
1 2
★UNIVERSAL Jogger Co., 1627 Washington Ave., Minneapolis, Minn.

K

KNIVES, INK

FUCHS & Lang Mfg. Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.
1 2
★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 51, N. Y.
1 2
TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn

KNIVES, MAKEREADY, OVERLAY

CRONITE Co., Inc., 35 Park Place, New York 7, N. Y.
1 2
★HOE, R. & Co., Inc., 910 E. 138th St., New York 54
1 2
★LAWSON, E. P., Co., Inc., 426 W. 33rd St., New York 1, N. Y.
1 2
★NAZ-Dar Company, 469 Milwaukee Ave., Chicago 10
1 2
★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 51, N. Y.
1 2
STANLEY Electric Tools, New Britain, Conn.
1 2
TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn

KODACHROME FILM CLEANER

MERIX Chemical Co., 712 Wrigley Bldg., Chicago 11
1 2
ROSCO Laboratories, 367 Hudson Ave., Brooklyn 1

L

LABELING MACHINES

GRAMMES, L. F., & Sons, Inc., 352 Union St., Allentown, Pa.
1 2
GUMMED Tape & Devices Co., 1318 Sixtieth St., Brooklyn, N. Y.
1 2
HAIDA Engineering Co., 34-11 Vernon Blvd., Long Island City 1, N. Y.
1 2
KNOWLTON, M. D., Co., 47 Clarissa St., Rochester, N. Y.
1 2
MOORE, Kenneth J., & Co., 1778 W. Estes Ave., Chicago 26, Ill.
1 2
NEW Jersey Machine Corp., 15th St. & Willow Ave., Hoboken, N. J.
1 2
POTDEVIN Machine Co., Inc., 1226 38th St., Brooklyn 18, N. Y.
1 2
REDINGTON, F. B., Co., 112 S. Sangamon St., Chicago
1 2
STOKES & Smith Co., Frankford Ave., Philadelphia

LACQUER SPRAYING EQUIPMENT
(See Bordering, etc.)

LAMINATING MACHINES

ALTAIR Mch. Corp., 55 Vandam St., New York
1 2
★CHAMPLAIN Co., Inc., 88 Llewellyn Ave., Bloomfield, N. J.
1 2
HAIDA Engineering Co., 34-11 Vernon Blvd., Long Island City, N. Y.
1 2
HUDSON-Sharp Machine Co., Green Bay, Wis.
1 2
KNOWLTON, M. D., Co., 47 Clarissa St., Rochester, N. Y.
1 2
MEISEL Press Mfg. Co., 944 Dorchester Ave., Boston
1 2
PARRY, Samuel R., Machine Co., 222 Mill St., Rochester, N. Y.
1 2
POTDEVIN Machine Co., 1226 38th St., Brooklyn 18
1 2
ROTOGRAVURE Engineering Corp., Subsidiary
1 2
Miller Printing Mch. Co., Empire State Bldg., New York 1, N. Y.
1 2
STAUDE, E. G., Mfg. Co., 2675 University Ave., St. Paul, Minn.
1 2
TABER Instrument Corp., 111 Goundry St., N. Tonawanda, N. Y.
1 2
WALDRON, John, Corp., New Brunswick, N. J.

LAYOUT, POSITIONING PAPER

KEUFFEL & Esser Company, 300 Adams St., Hoboken, N. J.
1 2
RULEX Type Corp., 549 S. Wells St., Chicago, Ill.

LENS CLEANER

★DOUTHITT Corp., The, 680 E. Fort St., Detroit 26, Mich.
1 2
★EASTMAN Kodak Co., Rochester 4, N. Y.
1 2
ROSCO Laboratories, 367 Hudson Ave., Brooklyn 1

LENSES, MIRRORS, PRISMS

BACHE, Semon, & Co., 636 Greenwich St., New York 14, N. Y.
1 2
BAUSCH & Lomb Optical Co., 635 St. Paul St., Rochester 2, N. Y.
1 2
CHEMCO Photoproducts Company, 230 W. 41st St., New York 18, N. Y.
1 2
★DOUTHITT Corporation, 680 E. Fort St., Detroit 26, Mich.
1 2
★EASTMAN Kodak Co., Rochester 4, N. Y.
1 2
GENERAL Scientific Corp., 4829 S. Kedzie Ave., Chicago 32, Ill.
1 2
GOERZ American Optical Co., 317 E. 34th St., New York 16, N. Y.
1 2
LITHO Equipment & Supply Co., 215 W. Ohio St., Chicago, Ill.
1 2
ROBERTSON, R. R., 400 W. Madison St., Chicago 6
1 2
SULLEBARGER, E. T., Co., 110 Fulton St., New York 7, N. Y.
1 2
WESEL Mfg. Co., 411 Gilligan St., Scranton, Pa.
1 2
ZARKIN Machine Co., 335 E. 27th St., New York 16

LIFTS, PAPER, FEEDER
(See Feeder Paper Lifts)

LIGHTING UNITS

ANALYTE Instruments, Inc., 15 Ward St., Bloomfield, N. J.
BEATTIE Process Camera Co., 210 Fulton St., New York 8, N. Y.
BENJAMIN Electric Mfg. Company, Des Plaines, Ill.
CURTIS Lighting, Inc., 6135 W. 65th St., Chicago 38
POSTORIA Pressed Steel Corp., Postoria, Ohio
GENERAL Electric Co., Nela Park, Cleveland 12, Ohio
GREGGORY, Inc., 2929 S. Wabash Ave., Chicago 16
★MACBETH Daylighting Co., 227 W. 17th St., New York 11, N. Y.
★MERGENTHALER Linotype Co., 29 Ryerson St., Brooklyn 5, N. Y.
MILLER Company, 99 Center, Meriden, Conn.
SYLVANIA Electric Products Inc., 500 Fifth Ave., New York 18, N. Y.
WABASH Appliance Corp., 345 Carroll St., Brooklyn 31, N. Y.
WESTINGHOUSE Electric & Mfg. Co., East Pittsburgh, Pa.

LOCKUP, PLATE, INSTANTANEOUS

SPEEDY Machinery Co., 1477 S. W. 3rd St., Miami 35, Fla.

LOOPING MACHINES

(See TAG MACHINERY)

LOOSE-LEAF BINDERS, PARTS, INDEXES AND SYSTEMS

★AIGNER, F. J., Company, 503 S. Jefferson St., Chicago 7, Ill.
BUCHAN Loose Leaf Records Co., Clifton Heights, Pa.
BURKHARDT Company, 547 W. Larned St., Detroit 26, Mich.
ELBE File & Binder Co., 649 Alden Street, Fall River, Mass.
ELLINGSWORTH Mfg. Co., 200 S. Peoria St., Chicago 7, Ill.
FLEX-O-Coil Products Co., 847 W. Washington Blvd., Los Angeles 15, Calif.
GENERAL Binding Corporation, 812 W. Belmont Ave., Chicago 14, Ill.
GRAMMES, L. F., & Sons, Inc., 352 Union St., Allentown, Pa.
HEINN Company, 326 W. Florida St., Milwaukee 4
LEFAX Inc., 9th & Sansom Sts., Philadelphia 7, Pa.
NATIONAL Blank Book Co., Holyoke, Mass.
NELSON-Krause Loose Leaf Co., 224 W. Superior St., Chicago 16, Ill.
SHEPPARD, C. E., Co., 4401 21st St., Long Island City 1, N. Y.
SMITH, S. K., Company, 2857 N. Western Ave., Chicago 18, Ill.
SPEED Products Co., 37-18 Northern Blvd., Long Island City 1, N. Y.
TENACITY Mfg. Co., The Lockland, Cincinnati 15

LUBRICANTS, OILS, GREASES

ANCHOR Chemical Co., 829 Bergen St., Brooklyn 16
COOK'S, Adam, Sons, Inc., 5 N. Stiles St., Linden, N. J.
FEDERAL Mining & Mfg. Co., 222 Kearney Ave., Jersey City 4, N. J.
FISKE Brothers Refining Co., Lubriplate Div., 129 Lockwood St., Newark 3, N. J.
GULF Oil Corporation, Gulf Building, Pittsburgh 30
★LUDLOW Typograph Co., 2032 Clybourn Ave., Chicago 14, Ill.
PECK, James I., 47 High St., West Orange, N. J.
PURE Oil Co., 35 E. Wacker Drive, Chicago 1, Ill.
★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 13, N. Y.
SUPERIOR Flake Graphite Co., 33 S. Clark St., Chicago 3, Ill.

LUBRICATING EQUIPMENT

BIJUR Lubricating Corp., 43-01 22nd St., Long Island City 1, N. Y.
BOWSER, Inc., 1302 Creighton Ave., Ft. Wayne 2, Ind.
RIVETT Lathe & Grinder, Inc., 20 Riverview Rd., Boston, Mass.



MACERATING MACHINES

HOOPER, F. X., Company, Inc., Glen Arm, Md.
YOUNG Engineering Co., 2749 N. Janssen Ave., Chicago 14, Ill.

MAGNIFYING, REDUCING GLASSES

BACHE, Semon, & Co., 636 Greenwich St., New York 14, N. Y.
BAUSCH & Lomb Optical Co., 685 St. Paul St., Rochester, N. Y.
★DOUTHITT Corp., The, 680 E. Fort St., Detroit 26, Mich.
GLOGAU & Co., 538 South Clark St., Chicago 5, Ill.
GREGGORY, Inc., 2929 S. Wabash Ave., Chicago 16
★LAWSON, E. P., Co., Inc., 426 W. 33rd St., New York 1, N. Y.
MERIX Chemical Company, 712 Wrigley Bldg., Chicago 11, Ill.

METZGER, Alfred E., 30 Irving Place, New York 3, N. Y.
ORTLEB Machinery Co., 3818 Laclede Ave., St. Louis 8
OSTRANDER-Seymour Co., 4026 W. Lake St., Chicago 24, Ill.
PAGE, Robert R., 41 Union Square, New York 3, N. Y.
STANLEY Electric Tools, New Britain, Conn.
ZEISS, Carl, Inc., 485 Fifth Ave., New York, N. Y.

MAILING WRAPPER PASTING DEVICES

★CHESHIRE Mailing Machines, 1415 Altgeld St., Chicago 14, Ill.
DICK Mailer, The, 137 Tupper St., Buffalo 1, N. Y.
NASHUA Package Sealing Co., Inc., Nashua, N. H.
PLEGER, John J., Co., 613 W. 16th St., Chicago 16, Ill.

MALLETS

GOODRICH, B. F., Co., 500 S. Main St., Akron 18, Ohio
★HOE, R., & Co., Inc., 910 E. 138th St., New York 54
IRWIN Manufacturing Co., Garland 1, Pa.
THOMPSON Cabinet Co., Ludington, Mich.

MARKING MACHINES

COXHEAD, Ralph, Co., 333 Sixth Ave., New York
★HOE, R., & Co., Inc., 910 E. 138th St., New York 54
IDEAL Industries, Inc., 5065 Park Ave., Sycamore, Ill.
★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8, Ill.
MARKEM Machine Co., Keene, N. H.
MARSH Stencil Co., 707 E. B. St., Belleville, Ill.
MATTHEWS, Jas. H., & Co., 3951 Forbes St., Pittsburgh 13, Pa.
MELIND, Louis, Company, 362 W. Chicago Ave., Chicago 10, Ill.
OLSEN Mark Corporation, 124 White St., New York 13, N. Y.
★ROBERTS Numbering Machine Co., 694 Jamaica Ave., Brooklyn 8, N. Y.
STAFFORD Engraving Co., 229 N. Pennsylvania St., Indianapolis 6, Ind.

MARKING MACHINE, ROTOGRAVURE CYLINDER

★HOE, R., & Co., Inc., 910 E. 138th St., New York 54

MATRIX PAPERS

ALBEMARLE Paper Mfg. Co., The, Box 2189, Richmond, Va.
CORKPAK Co., The, 45 South St., Mt. Vernon, N. Y.
STANDARD Paper Mfg. Co., First & Hull Sts., Richmond, Va.
WRENN Paper Co., Middletown, Ohio

MAT ROLLERS

DUPLEX Printing Press Co., Battle Creek, Mich.
GOSS Printing Press Co., The, 1535 S. Paulina St., Chicago 8, Ill.
★HOE, R., & Co., Inc., 910 E. 138th St., New York 54
MAT-O-Cast Mfg. Co., 6444 S. Wolcott Ave., Chicago
★NOLAN Mch. Corp., 1333 E. Dominick St., Rome, N. Y.
★SCOTT, Walter, & Co., Inc., 525 South Ave., Plainfield, N. Y.
SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Cal.
STEREOTYPE Equipment Co., 2815 Irving Park Rd., Chicago 18, Ill.

MATS, STEREOTYPE, DRY

★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 6, N. J.
BEVERIDGE Paper Co., 717 W. Washington, Indianapolis 4, Ind.
BURGESS Cellulose Co., Freeport, Ill.
CERTIFIED Dry Mat Corp., 9 Rockefeller Plaza, New York 20, N. Y.
CORKPAK Co., The, 45 South St., Mt. Vernon, N. Y.
DORSEY'S Printers Supply Co., Inc., 125 Pontotoc, Memphis, Tenn.
FLEXIDEAL Dry Mat Co., 25 E. 26th St., New York
RAPID Electrotape Co., McMicken Ave. & Race St., Cincinnati, Ohio
STEREOTYPE Equipment Co., 2815 Irving Park Road, Chicago 18, Ill.
WOOD Flong Corp., 551 Fifth Ave., New York 17

MAT TRIMMERS

COES, Loring Co., 72 Coes St., Worcester, Mass.
GOSS Printing Press Co., The, 1535 S. Paulina St., Chicago 8, Ill.
★HOE, R., & Co., Inc., 910 E. 138th St., New York 54
SHAW Machine & Tool Co., 1151 Temple St., Los Angeles, Cal.
STA-Hi Corporation, 1020 Crocker St., Los Angeles
WESEL Mfg. Co., 411 Gilligan St., Scranton, Pa.

METAL AND METAL FLUX

BELMONT Smelting & Refining Works, Inc., 330 Belmont Ave., Brooklyn 7, N. Y.
BLATCHFORD, E. W., Co., 63 Park Row, New York 7
DIVISION LEAD Co., 836 W. Kinzie St., Chicago 22
EMPIRE Metal Co., 820 E. Water St., Syracuse 3, N. Y.
FARRELLO Company, 1243-45 N. 26th St., Philadelphia 21, Pa.
FEDERATED Metals Div. American Smelting & Refining Co., 2230 Indianapolis Blvd., Whiting, Ind.
FINN, John, Metal Works, Inc., 384 Second St., San Francisco, Cal.
FOUNDRY Chemical Co., 36-08 Review Ave., Long Island City 1, N. Y.

GARDINER Metal Co., 4820 S. Campbell St., Chicago 32, Ill.
ILLINOIS Zinc Co., 2959 W. 47th St., Chicago 32, Ill.
IMPERIAL Type Metal Co., 1800 S. 54th Ave., Chicago 50, Ill.
KANSAS City Smelting Co., 2215 Guinotte Ave., Kansas City 1, Mo.
KELLY Metal Corp., Humboldt and Calyer Sts., Brooklyn, N. Y.
LINOTYPE Parts Co., Weatherly, Pa.
MERCHANT & Evans Co., 2035 Washington Ave., Philadelphia, Pa.
METALS Refining Co., Box 309, Hammond, Ind.
MONOMELT Co., Inc., 1611 Polk St., N. E., Minneapolis 13, Minn.
NATIONAL Lead Company, 111 Broadway, New York 6, N. Y.
PITTSBURGH White Metal Co., 3116 Penn. Ave., Pittsburgh, Pa.
★UNITED American Metals Corp., Corner Calyer & Diamond Sts., Brooklyn 22, N. Y.
VALENTI Metal Corp., 985 Grand St., Brooklyn, N. Y.

METAL MOLDS

IMPERIAL Type Metal Co., 1800 So. 54th Ave., Chicago 50, Ill.
MISSOURI-Central Type Foundry, 705 E. Mardock Ave., Wichita 5, Kan.
★UNITED American Metals Corp., 200 Diamond St., Brooklyn 22, N. Y.

METAL POTS

ACME Electric Heating Co., 1217 Washington St., Boston 10, Mass.
DUPLEX Printing Press Co., Battle Creek, Mich.
ELECTRIC Heating Co., 8616 Madison Ave., South Gate, Cal.
GENERAL Electric Co., 1 River Road, Schenectady 5, N. Y.
GOSS Printing Press Co., 1435 S. Paulina St., Chicago 8, Ill.
★HOE, R., & Co., Inc., 910 E. 138th St., New York 54
INDEPENDENT Electric Machinery Co., Inc., 300 Southwest Blvd., Kansas City, Mo.
★INTERTYPE Corp., 360 Furman St., Brooklyn, N. Y.
KEMP, C. M., Mfg. Co., 405 E. Oliver St., Baltimore 2
LINOTYPE Parts Co., Weatherly, Pa.
★LUDLOW Typograph Co., 2032 Clybourn Ave., Chicago 14, Ill.
MRCACH Mfg. Co., Inc., 82 Beekman St., New York
MONOMELT Co., 1611 Polk St., N. E., Minneapolis, Minn.
SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Cal.

METAL, DUMPED, SEPARATORS

★UNITED American Metals Corp., Corner Calyer & Diamond Sts., Brooklyn 22, N. Y.

MITERING MACHINES

★AMERICAN Steel Chess Co., 3131 48th Ave., Long Island City 1, N. Y.
CRAFTSMEN Machinery Co., 575 Atlantic Ave., Boston 10, Mass.
★HOE, R., & Co., Inc., 910 E. 138th St., New York 54
★ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14, Ill.
TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn, N. Y.
WALLIN Mfg. Co., 309 S. 13th St., Omaha 2, Neb.

MOLDING PRESSES, DIRECT PRESSURE, LEAD, MATS, PLASTIC, WAX

GOSS Printing Press Co., The, 1535 S. Paulina St., Chicago 8, Ill.
★HOE, R., & Co., Inc., 910 E. 138th St., New York 54
★LAKE Erie Engineering Corp., Riverview & Woodward Ave., Buffalo 17, N. Y.
MONOMELT Co., Inc., 1611 Polk St., N. E., Minneapolis 13, Minn.
★NOLAN Machinery Corp., 1333 E. Dominick St., Rome, N. Y.
OSTRANDER Seymour Co., 4705 Arthington St., Chicago 44, Ill.
STEREOTEX Machinery Co., Box 167, Stamford, Conn.
STEREOTYPE Equipment Co., 2815 Irving Park Rd., Chicago 18, Ill.
WESEL Mfg. Co., 411 Gilligan St., Scranton, Pa.

MOLESKIN AND MOLLETON

BEST, Edward H., & Co., 224 Purchase St., Boston
CORKPAK Co., The, 45 South St., Mt. Vernon, N. Y.
FUCHS & Lang Mfg., Gen. Prtg. Ink Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.
GODFREY Roller Co., 215 N. Camac St., Philadelphia, Pa.
★ROBERTS & Porter, Inc., 402 S. Market St., Chicago
SENEFELDER Co., Inc., 32 Greene St., New York 13
★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 51, N. Y.
★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.

MORTISER, TYPE

★ROUSE, H. B., & Co., 2114 N. Wayne Ave., Chicago 14, Ill.

MOTORS, CONTROLS, DRIVES

ALLIS-Chalmers Mfg. Co., Milwaukee 1, Wis.
 ALLIS, Louis, Co., 427 B. Stewart St., Milwaukee 7
 CENTURY Electric Co., 1806 Pine St., St. Louis 3, Mo.
 CLINE Electric Mfg. Co., 400 W. Madison St., Chicago 6, Ill.
 CUTLER-Hammer, Inc., 315 N. 12th St., Milwaukee
 EMERSON Electric Mfg. Co., 8100 Florissant St., Louis 21, Mo.
 FAIRBANKS Morse & Co., 600 S. Michigan Ave., Chicago 5, Ill.
 GENERAL Electric Co., 1 River Road, Schenectady 5, N. Y.
 HORTON Mfg. Co., 3016 University Ave., S. E., Minneapolis, Minn.
 ★KIMBLE Electric Division, Miehle Printing Press & Mfg. Co., 2005 Hastings St., Chicago 8, Ill.
 KOHLER Systems Co., The, 159 E. Chicago Ave., Chicago 11, Ill.
 LINK-Belt Co., 307 N. Michigan Blvd., Chicago 1
 LINOTYPE Parts Company, Main & Hudsonale, Weatherly, Pa.
 ★MERGENTHALER Linotype Company, 29 Ryerson St., Brooklyn 5, N. Y.
 MONITOR Controller Co., 51 S. Gay St., Baltimore 2
 NORTHWESTERN Electric Co., 408 S. Hoyne Ave., Chicago 12, Ill.
 OILGEAR Co., 1403 West Bruce St., Milwaukee 4
 REEVES Pulley Co., 1227 Seventh St., Columbus, Ind.
 RELIANCE Electric & Engineering Co., 1101 Ivanhoe Rd., Cleveland, Ohio
 ROCKWOOD Mfg. Co., 1801 English Ave., Indianapolis 6, Ind.
 U. S. Electrical Motors, Inc., 200 E. Slauson Ave., Los Angeles 54, Calif.
 WAGNER Electric Corporation, 6400 Plymouth Ave., St. Louis 14, Mo.
 WESTINGHOUSE Electric Corp., P.O. Box 868, Pittsburgh, Pa.

MULTIPLE NEGATIVE MACHINES

★LANSTON Monotype Machine Co., 24th & Locust Sts., Philadelphia 3, Pa.
 WATERWORTH Eng. & Mfg. Co., 2329 Troy St., Dayton 3, Ohio

NAILING MACHINES

GRAMMES, L. F., & Sons, Inc., 352 Union St., Allentown, Pa.
 ★HOE, R., & Co., Inc., 910 E. 138th St., New York 54
 WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.

NAILS, BLOCKING (BRADS)

AMERICAN Steel & Wire Co., Rockefeller Bldg., Cleveland 13, Ohio
 GRAMMES, L. F., & Sons, Inc., 352 Union St., Allentown, Pa.
 ★HOE, R., & Co., Inc., 910 E. 138th St., New York 54

NEGATIVE AND PRINT DRYING CABINETS

★DOUTHITT Corp., 680 E. Fort St., Detroit 26, Mich.
 MERIX Chemical Co., 712 Wrigley Bldg., Chicago 11
 SIMPLEX Specialty Co., 116 W. 14th St., New York 11

NEGATIVE CABINETS

ANGLE Steel Stool Co., 127 Oak St., Plainwell, Mich.
 CHEMCO Photoproducts Co., 230 W. 41st St., New York, N. Y.
 ★DOUTHITT Corp., 680 E. Fort St., Detroit 26, Mich.
 ★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5
 ROBERTSON, R. R., 400 W. Madison St., Chicago 8

NEWSPAPER COLOR ATTACHMENTS

GOSS Printing Press Co., 1535 S. Paulina St., Chicago 8, Ill.
 ★HOE, R., & Co., Inc., 910 E. 138th St., New York 54
 ★SCOTT, Walter, & Co., Plainfield, N. J.
 WOOD Newspaper Mch. Corp., 501 Fifth Ave., New York 17, N. Y.

NEWSPAPER FILES AND RACKS

EQUIPTO Div. Aurora Ept. Co., Aurora, Ill.
 ★ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14, Ill.
 THOMPSON Cabinet Co., Ludington, Mich.

NEWSPAPER HEADING MATS

IMPRINT Matrix Co., Moravian Falls, N. C.

NEWSPAPER AND MAGAZINE REELS, TENSIONS

CAMERON Machine Co., 61 Poplar St., Brooklyn 2
 CLINE Electric Mfg. Co., 400 W. Madison St., Chicago 6, Ill.
 GOSS Printing Press Co., The, 1535 S. Paulina St., Chicago 8, Ill.
 ★HOE, R., & Co., Inc., 910 E. 138th St., New York 54
 KOHLER System Co., 159 E. Chicago Ave., Chicago 11
 ★SCOTT, Walter, & Co., Inc., 525 South Ave., Plainfield, N. J.
 WOOD Newspaper Mch. Corp., 501 Fifth Ave., New York 17, N. Y.

NITRAZINE PAPER, GRAVURE

SQUIBB & Sons, E. R., 745 Fifth Ave., New York 22

NUMBERING MACHINES

(See Counters, Daters, etc.)

**OFFSET DIRECT PROJECTION MACHINES**

★HUEBNER Laboratories, 305 E. 46th St., New York
 LANSTON Monotype Machine Co., 24th at Locust, Philadelphia 3, Pa.

OFFSET-LITHOGRAPHIC SUPPLIES

ANCHOR Chemical Co., Inc., 829 Bergen St., Brooklyn 16, N. Y.
 ANSCO, 40 Charles St., Binghamton, N. Y.
 BAUMGARDNER, H. K., Sales & Service Co., 1935 Euclid Ave., Cleveland 15, Ohio
 BRADEN-Sutphin Ink Co., 3800 Chester Ave., Cleveland 14, Ohio
 CALIFORNIA Ink Co., 545 Sansome St., San Francisco 11, Cal.
 CHEMCO Photoproducts Co., 230 W. 41st St., New York, N. Y.
 CROKE, Allan B., Co., 163 Oliver St., Boston 10, Mass.
 DOM, G. C., Supply Co., 125 Pearl St., Cincinnati
 ★DOUTHITT Corp., The, 680 E. Fort St., Detroit 26
 FOTOPLATE Co., 32 Oxford St., Newark 3, N. J.
 FUCHS & Lang Mfg., Gen. Prtg. Ink Div. Sun Chemical Corp., 100 Sixth Ave., New York 13
 ★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5
 ★INTERNATIONAL Printing Ink Corp., 350 Fifth Ave., New York 1, N. Y.
 LE PAGES, Inc., 144 Essex Ave., Gloucester, Mass.
 LITHOMAT Corp., 58 Charles St., Cambridge 4, Mass.
 METZGER, Alfred E., 30 Irving Place, New York 3
 NORMAN-Willems Co., 316 W. Washington St., Chicago, Ill.
 PHOTO Litho Plate Graining Co., The, 1207 S. Highland Ave., Baltimore, Md.
 PITMAN, Harold M., Co., 51st Ave. and 33rd St., Chicago 50, Ill.
 ROBERTS & Porter, Inc., 402 S. Market St., Chicago
 ROGERS Isinglass & Glue Co., 210 Eastern Ave., Gloucester, Mass.
 SENEFLDER Co., The, 32 Greene St., New York 13
 SHERWIN-Williams Co., The, 101 Prospect Ave., Cleveland 1, Ohio
 ★SINCLAIR, Valentine Co., 611 W. 129th St., New York 27, N. Y.

OFFSET REGISTERING CHASE

LANSTON Monotype Machine Co., 24th at Locust, Philadelphia 3, Pa.

OFFSET REGISTER RULE

LITHOGRAPHIC Technical Foundation, 220 E. 42nd St., New York 17, N. Y.

OFFSET-LITHOGRAPHIC PLATE GRAINING

★ALJEN Associates, 1215 Primrose St., Cincinnati 23

OFFSET-LITHOGRAPHIC PLATE MAKING

AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 8, N. J.
 FUCHS & Lang, Gen. Prtg. Ink Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.
 ★GRAPHIC Arts Corp., Jackson at 11th, Toledo 2

OVENS, DRYING

HOLLINGSWORTH, William, Machine Co., 227 Holiday St., Baltimore 2, Md.
 POTDEVIN Machine Co., 1226 38th St., Brooklyn 18
 WAGNER, Chas., Litho Mch. Co., Div. National Standard Co., 51 Park Ave., Hoboken, N. J.

OVERLAYS, MECHANICAL

1 Chalk Relief
 CANTINE, Martin, Co., The, Saugerties, N. Y.
 COLLINS, A. M., Mfg. Co., 226 Columbia Ave., Philadelphia, Pa.
 1 CRAFTEX Laboratory, 4615 Elston Ave., Chicago 30
 DURO Overlay Process, Box 333, Waterford, Wis.
 OLSEN Mark Corp., 124 White St., New York 13
 WALKER-Cameo Overlay Corp., 1374 Massachusetts Ave., Cambridge 38, Mass.

**PACKAGING AND TYING MACHINERY**

★AMERICAN Steel Chase Co., 31-31 48th Ave., Long Island City 1, N. Y.
 AMSCO Packaging Machinery, Inc., 31-31 48th Ave., Long Island City 1, N. Y.

ANDERSON, C. F., & Co., 3225 Calumet Ave., Chicago 16, Ill.
 BARKLEY & Dexter, 528 Commonwealth Ave., Boston 15, Mass.
 BUNN, B. H., Co., 7605 Vincennes Ave., Chicago 20
 GOAT, Fred, Co., 314 Dean St., Brooklyn 10, N. Y.
 KNOWLTON, M. D., Co., 47 Clarissa St., Rochester, N. Y.
 LIBERTY Folder Co., Sidney, Ohio
 MAXSON Automatic Mch. Co., 98 Granite St., Westerly, R. I.
 PACKAGE Mch. Co., Springfield, Mass.
 POTDEVIN Machine Co., 1242 38th St., Brooklyn 18
 SIGNODE Steel Strapping Co., 2600 N. Western Ave., Chicago, Ill.
 STAUDE, E. G., Mfg. Co., 2675 University Ave., St. Paul, Minn.
 STOKES & Smith Co., Inc., Frankford, Philadelphia
 TIE Co., The, Unadilla, N. Y.

PADDING PRESSES

★CARB-N-SET Business Forms, 816 Ferguson Ave., Dayton 7, Ohio
 GROVE, Jacob R., Co., 4024 Brandywine St., N. W., Washington, D. C.
 MAT-O-CAST Mfg. Co., 6444 S. Wolcott Ave., Chicago 16, Ill.
 ★PAISLEY Products, Inc., 1770 Canalport Ave., Chicago 16, Ill.
 SPEEDY Machinery Co., 1477 S. W. Third St., Miami 35, Fla.
 SUTTER, O. W., Mfg. Co., 110 S. Brooke St., Fond du Lac, Wis.

PAGE FRAMES

RIEHL Galley Lock Co., Inc., 1312 Ontario St., Cleveland 13, Ohio
 ★ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago
 SEILER Mfg. Co., 18 W. Main St., Mt. Joy, Pa.

PAGING AND NUMBERING MACHINES

FORCE, Wm. A., & Co., 216 Nichols Ave., Brooklyn 8
 HICKOK, W. O., Mfg. Co., Harrisburg, Pa.
 HOOLE Machine & Engraving Works, Inc., 30 Main St., Brooklyn, N. Y.
 ★MC ADAMS, John, & Sons, Inc., 20 Knight St., Norwalk, Conn.
 ★NYGREN-Dahly Co., 218 N. Jefferson St., Chicago

PAPER CLEANERS, SHEET AND WEB

★DOYLE, J. E., Co., 1220 W. Sixth St., Cleveland 13
 GOSS Printing Press Co., 1435 S. Paulina St., Chicago 8, Ill.

PAPER CUTTERS, TRIMMERS AND ACCESSORIES (Also see Roll Leaf Cutters)

1 Automatic Power
 2 Cutting Sticks
 3 Knife Grinders
 4 Knives
 5 Label
 6 Lever
 7 Power Gauge
 8 Power, Hand Clamp
 9 Rotary
 10 Safety Guards
 11 Sheeter, Roll
 1 2 3 4 5 6 7 8 9 10 11
 ACME Wood Type Mfg. Co., 270 Lafayette St., New York 12, N. Y.
 2
 AMERICAN Wood Type & Engraving Co., 270 Lafayette St., New York 12, N. Y.
 ATKINS, E. C. and Co., 402 S. Illinois St., Indianapolis 9, Ind.
 4
 ★BECK, Charles, Corporation, 414 N. 13th St., Philadelphia 8, Pa.
 11
 BOLTON, John W., and Sons, Inc., Lawrence, Mass.
 4
 ★CHALLENGE Mch. Co., Grand Haven, Mich.
 1 2 3 4 5 6 7 8 9 10
 ★CHANDLER & Price Co., 600 Carnegie Ave., Cleveland 3, Ohio
 1 2 3 4 5 6 7 8 9 10
 CHAPMAN Knives & Saws, Inc., 504 S. Broadway, St. Louis 2, Mo.
 6 8
 COES, Loring, Co., 72 Coes St., Worcester 3, Mass.
 4
 CORKPAK Co., The, 45 South St., Mt. Vernon, N. Y.
 2
 CRAFTSMEN Machinery Co., 575 Atlantic Ave., Boston 10, Mass.
 6
 ★DEXTER Folder Co., Pearl River, N. Y.
 1
 DISSTON, Henry, & Sons, Inc., Unruh & Milnor Sts., Philadelphia 3, Pa.
 4
 FATE-Root-Heath Co., Inc., Plymouth, Ohio
 3

FREMONT Tool & Die Co., 432 N. Wood St., Fremont, Ohio

★HAMILTON Mfg. Co., Two Rivers, Wis.

★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5

HICKOK, W. O., Mfg. Co., 9th & Cumberland Sts., Harrisburg, Pa.

HILL, Frank M., Machine Co., Walpole, Mass.

HOOPER, F. X., Co., Inc., Glen Arm, Md.

IRWIN Mfg. Co., 199 Main St., Garland, Pa.

JACQUES, John & Son, 93 Webster St., Worcester 3, Mass.

LASTICKS, Inc., 119-10 Sutphin Blvd., Jamaica, L. I., N. Y.

★LAWSON, E. P., Co., Inc., 426 W. 33rd St., New York 1, N. Y.

MAXSON Automatic Mch. Co., 98 Granite St., Westerly, R. I.

MEISEL Press Mfg. Co., 944 Dorchester Ave., Boston 25, Mass.

MISSOURI-Central Type Foundry, 705 E. Murdoch Ave., Wichita 5, Kan.

★MORGANS & Wilcox Mfg. Co., 69 Hanford St., Middletown, N. Y.

OHIO Knife Co., B. & O. R. R. & Dreman Ave., Cincinnati 23, Ohio

PAYVER Printing Machine Works, 600 S. Broadway, St. Louis 2, Mo.

POWER Gauges, 304 Hudson St., New York 13, N. Y.

★PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio

ROBERTSON, R. R., 400 W. Madison St., Chicago

ROBINSON, John T., Co., 1476 River St., Boston 36

ROGERS, Samuel C., & Co., 191 Dutton Ave., Buffalo 11, N. Y.

SANDBERG Mfg. Co., 1949 W. Fulton St., Chicago 12

SHERIDAN, T. W. & C. B., Co., 129 Lafayette St., New York 13, N. Y.

★SIEBOLD, J. H. & G. B., 47 Watts St., New York 13

SIMONDS Saw and Steel Co., 470 Main St., Fitchburg, Mass.

SIMONDS Worden White Co., 604 Negley Pl., Dayton 7, Ohio

SMITH & Winchester Mfg. Co., Inc., South Windham, Conn.

SWIGART Knife Grinder, 1148 S. Wabash Ave., Chicago 5, Ill.

WAPAKONETA Machine Co., Box 179, Wapakoneta, Ohio

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★WAPAKONETA Machine Co., Box 179, Wapakoneta, Ohio

PERFORATING MACHINES

CUMMINS Perforator Div., 4740 Ravenswood Ave., Chicago 40, Ill.

★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5

★LAWSON, E. P., & Co., 424 W. 33rd St., New York 1

★LESTER & Wasley Co., The, Norwich, Conn.

★NEW Era Mfg. Co., Inc., 375 11th Ave., Paterson 4, N. J.

★NYGREN-Dahly Co., 218 N. Jefferson St., Chicago

★ROSBACK, F. P., Co., 5th and Park Sts., Benton Harbor, Mich.

PERFORATING, SLITTING and SCORING ATTACHMENTS, PRESS

BEALL, Jack, 641 S. Dearborn St., Chicago 5, Ill.

COWAN Pressroom Products, Inc., 1651 Cosmo St., Hollywood 28, Cal.

DAVIDSON Perforator Co., P. O. Box 1235, New Haven 5, Conn.

HAMILTON Tool Co., 9th & Hanover, Hamilton, Ohio

★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5

★LESTER & Wasley Co., Inc., 282 Franklin St., Norwich, Conn.

★NEW Era Mfg. Co., The, 375 Eleventh Ave., Paterson, N. J.

ORTLEB Machinery Co., 3818 Laclede Ave., St. Louis

PHOTO-COMPOSING MACHINES

ATLAS Electric Devices Co., 361 West Superior St., Chicago, Ill.

COXHEAD, Ralph C., Corp., 333 Sixth Ave., New York, N. Y.

EUREKA Photo Offset Engraving, Inc., 20 Vandam St., New York, N. Y.

HUEBNER Laboratories, 305 E. 46th St., New York 17

INTERNATIONAL Business Machines Corp., 45 Crouch St., Rochester 1, N. Y.

LANSTON Monotype Machine Co., 24th at Locust, Philadelphia 3, Pa.

★RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.

WATERWORTH Eng. & Mfg. Co., 2329 Troy St., Dayton 3, Ohio

WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.

PHOTOCOPY EQUIPMENT, PAPER AND CHEMICALS

DEFENDER Photo Supply Co., Inc., 666 Driving Pk. Ave., Rochester 13, N. Y.

★DOUTHITT Corp., The, 680 E. Fort St., Detroit 26

HALOID Co., 2-20 Haloid St., Rochester 3, N. Y.

PHOTO-IMPOSING SYSTEMS

LANSTON Monotype Machine Co., 24th & Locust Sts., Philadelphia 3, Pa.

PHOTO-LETTERING MACHINES

COXHEAD, Ralph C., Corp., 333 Sixth Ave., New York, N. Y.

★HUEBNER Laboratories, 305 E. 46th St., New York 17

WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.

PHOTOTYPE LETTERS

★ACME Type Foundry, 633 Plymouth Court, Chicago 5, Ill.

FOTOTYPE Co., 629 Washington Blvd., Chicago 6

PLANERS (See Saws and Planers)

PLATE COATING and WHIRLING MACHINES

★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 6, N. J.

ATLAS Electric Devices Co., 361 W. Superior St., Chicago, Ill.

AURORA School of Photo-Engraving, Aurora, Mo.

BAUMGARDNER, H. K., Sales & Service Co., 1935 Euclid Ave., Cleveland 13, Ohio

CHEMCO Photoproducts Co., 230 W. 41st St., New York, N. Y.

CROKE, Allan B., Co., 163 Oliver St., Boston 10

★DOUTHITT Corp., The, 680 E. Fort St., Detroit 26

★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5

LANSTON Monotype Machine Co., 24th & Locust Sts., Philadelphia 3, Pa.

LITHO Equipment & Supply Co., 215 W. Ohio St., Chicago 10, Ill.

MASTER Etching Machine Co., 127 Greenwood Ave., Wyncote, Pa.

MOUNT Vernon Presses, Mt. Vernon, N. Y.

PITMAN, Harold M., Co., 51st Ave. & 33rd St., Chicago 50, Ill.

ROBERTSON, R. R., 400 W. Madison St., Chicago 6

★RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.

SULLEBARGER, E. T., Co., 110 Fulton St., New York 7

WATERWORTH Eng. & Mfg. Co., 2329 Troy St., Dayton 3, Ohio

WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.

★ZARKIN Machine Co., Inc., 335 E. 27th St., New York, N. Y.

PLATEMAKING MATERIAL

1 Aluminum

2 Brass

3 Copper

4 Lead

5 Linoleum, Battleship

6 Plastic

7 Rubber

8 Steel

9 Wood

10 Zinc, Polished, Photo Engravers

11 Zinc, Offset-Litho

1 2 3 4 5 6 7 8 9 10 11

ACME Wood Type Mfg. Co., 61 Beekman St., New York, N. Y.

★ALJEN Associates, 1215 Primrose St., Cincinnati 23

ALUMINUM Co. of America, 2116 Gulf Bldg., Pittsburgh, Pa.

AMERICAN Steel & Copper Plate Co., 132 Nassau St., New York 7, N. Y.

AMERICAN Zinc Products Co., Greencastle, Ind.

ATLANTIC Zinc Works, 210 Van Brunt St., Brooklyn 31, N. Y.

BAKELITE Corporation, 285 Madison Ave., New York 17, N. Y.

CEBOTYPE Printing Plate Co., 2722 7th Ave., So. Birmingham, Ala.

CRONITE Co., Inc., 35 Park Pl., New York 7, N. Y.

DAVIDSON Mfg. Corp., 1020 W. Adams St., Chicago 7, Ill.

★DAYTON Rubber Mfg. Co., Dayton 1, Ohio

DIVISION Lead Co., 836 W. Kinzie St., Chicago 22

DU PONT, E. I., de Nemours & Co., Plastic Plate Div., Arlington, N. J.

ECONO Products, Inc., 132 Humboldt St., Rochester 10, N. Y.

EDES Manufacturing Co., Water St., Plymouth, Mass.

FEDERATED Metals Division, American Smelting and Refining Co., 120 Broadway, New York 3, N. Y.

FOTOPLATE Co., 32 Oxford St., Newark 9, N. J.

FUCHS & Lang Mfg. Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.

GARDINER Metal Co., 4820 S. Campbell Ave., Chicago 32, Ill.

GOODRICH, B. F., Rubber Co., 500 S. Main St., Akron 18, Ohio

GOODYEAR Tire & Rubber Co., 1114 E. Market St., Akron 16, Ohio

★HOE, R., & Co., Inc., 910 E. 138th St., New York 54

HOKE Engraving Plate Co., 1024 Park Ave., St. Louis 4

★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8, Ill.

IMPERIAL Type Metal Co., 1800 S. 34th Ave., Chicago 50, Ill.

★INTERNATIONAL Printing Ink, 350 Fifth Ave., New York 1, N. Y.

LITHOMAT Corp., 58 Charles St., Cambridge, Mass.

MATTHIESSEN & Hegeler Zinc Co., LaSalle, Ill.

MEISEL Press Mfg. Co., 944 Dorchester Ave., Boston 25, Mass.

MELIND, Louis, Co., 362 W. Chicago Ave., Chicago 10

METZGER, Alfred E., 30 Irving Place, New York 3

★MIEHLE Printing Press & Mfg. Co., 2011 Hastings St., Chicago 8, Ill.

MONOMELT Co., 1611 Polk St., N. E., Minneapolis, 13, Minn.

PIONEER Rubber Engraving Co., 21 East 17th St., New York 3, N. Y.

PITMAN, Harold M., Co., 51st Ave. & 33rd St., Chicago 50, Ill.

PLASTOLITH Co., 221 Columbus Ave., Boston 16

REVERE Copper and Brass, Inc., 230 Park Ave., New York 17, N. Y.

SENFELDER Co., The, 32 Greene St., New York 13

★SINCLAIR & Valentine Co., 611 W. 129th St., New York 17, N. Y.

SULLEBARGER, E. T., Co., 110 Fulton St., New York 7

THIOLKOL Corp., 780 W. Clinton Ave., Trenton, N. J.

1 2 3 4 5 6 7 8 9 10 11
 ★TI-PI Co., 1000 Broadway, Kansas City 6, Mo.
 UNITED States Rubber, Inc., 1230 Sixth Ave., New York 20, N. Y.
 WILSOLITE Corp., 501 Amherst St., Buffalo 7, N. Y.

PLATE MOLDING EQUIPMENT (Rubber and Plastic)

A. A. A. Manufacturing Co., 1812 S. Main St., South Bend 14, Ind.
 ★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 8, N. J.
 GOODYEAR Tire & Rubber Co., 1144 E. Market St., Akron 16, Ohio
 HEINRICH, H. H., Inc., 200 Varick St., New York 14
 ★LAKE Erie Engineering Corp., Riverview & Woodward Ave., Buffalo 17, N. Y.
 MONOMELT Co., Inc., 1611 Polk St., N. E., Minneapolis 13, Minn.
 STEREOTEX Machinery Co., Box 167, Stamford, Conn.
 UNITED States Rubber Co., 1230 Sixth Ave., New York 20, N. Y.

PLATE MOUNTING DEVICES

1 Patent Base and Tools
 2 Type Metal Base
 1 2
 BLATCHFORD, E. W., Co., 63 Park Row, New York 7
 ★CHALLENGE Machinery Co., Grand Haven, Mich.
 ★COTTRELL, C. B., & Sons Co., 25 E. 26th St., New York 10, N. Y.
 FEEHERRY Engineering Mach. Co., 2317 N. 15th St., Philadelphia 32, Pa.
 LANSTON Monotype Machine Co., 24th & Locust Sts., Philadelphia 3, Pa.
 ★LUDLOW Typograph Co., 2032 Clybourn Ave., Chicago 14, Ill.
 M & L Typesetting & Electrotyping Co., Inc., 4001 Ravenswood Ave., Chicago 13, Ill.
 PITT, J. W., Inc., Bath, N. Y.
 ★PRINTING Machinery Co., The, 436 Commercial Sq., Cincinnati 2, Ohio
 STA-HI Corporation, 1020 Crocker St., Los Angeles 21
 UNIQUE Steel Block Co., 304 Chemung St., Waverly, N. Y.
 ★WARNOCK, W. S., Co., 1524 Jonquil Terrace, Chicago 26, Ill.
 WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.

PLATES, ALMANAC

PONTIAC Engraving & Electrotype Co., 812 W. Van Buren St., Chicago 7, Ill.

PLATES, CALENDAR

PONTIAC Engraving & Electrotype Co., 812 W. Van Buren St., Chicago 7, Ill.

PNEUMATIC DISPATCH TUBES

LAMSON Corp., Syracuse 1, N. Y.

POLISH, METAL

AUTOMATIC Saw Sharpening Co., 735 E. Ohio St., Indianapolis 2, Ind.
 MILLER, Walter W., Co., 557 E. Washington St., Indianapolis 4, Ind.
 STAFFORD, S. S., Inc., 609 Washington St., New York 14, N. Y.

POURING SHEETS

UNITED Stereotype Supply Corp., Box 38, West Lynn, Mass.

PRE-REGISTER IMAGE EQUIPMENT

HEINRICH, H. H., Inc., 200 Varick St., New York 14
 ★HUEBNER Laboratories, 305 E. 46th St., New York 17

PRESS ATTACHMENTS (Also see Brakes, Press; Feeders, Folders, etc.; Gauge Pins, etc.)

1 Curled Stock Holders
 2 Envelope Flap Holders
 3 Foot Extensions
 4 Guard, Hand, Platen Press
 5 Hose for Press Air System
 6 Pile Braces
 7 Roll Winding Machines
 8 Spring Clips
 9 Web Side-Guiding Controls
 10 Web Tensions
 AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 8, N. J.
 BEALL, Jack, 641 S. Dearborn St., Chicago 5, Ill.

1 2 3 4 5 6 7 8 9 10
 CAMERON Machine Co., 61 Poplar St., Brooklyn 2
 MACK Specialties Co., 18 E. Fourth St., Cincinnati 2
 NATIONAL Sherardizing & Machine Co., 868 Windsor St., Hartford, Conn.
 ★RATHBUN & Bird Co., 379 W. Broadway, New York 12, N. Y.
 RAYBESTOS-Manhattan, Inc., 61 Willet St., Passaic, N. J.
 RELIABLE Printing Equipment Co., Erie Bldg., Cleveland 15, Ohio
 SERVWELL Products, 6523 Euclid Ave., Cleveland 3

PRESS BEARERS, KELLY

★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 8, N. J.

PRESS PLATES (Saw Steel Drawsheets and Tympan for Steel Rule Die Cutting)

DISSTON, Henry, & Sons, Inc., Unruh & Milnor Sts., Philadelphia 35, Pa.

PRESSES, PRINTING (Also see Die Cutting Machines, Die Cutting Presses, Die Stamping Presses, and Embossing Machines)

1 Anilin
 2 Cylinder
 3 Die-Cutting
 4 Electronographic
 5 Embossing
 6 Flatbed Web
 7 Gravure
 8 Gravure Roll Feed
 9 Gravure Sheet Feed
 10 Magazine
 11 Miehle, 3rd Color Unit
 12 Multi-Color
 13 Newspaper
 14 Offset-Lithographic
 15 Offset-Lithographic Roll Feed
 16 Offset-Lithographic Sheet Feed
 17 Perfector, Cylinder
 18 Photogelatin (Collotype)
 19 Platen
 20 Platen, Roll Feed
 21 Rotary, Letterpress, Roll Feed
 22 Rotary, Letterpress, Sheet Feed
 23 Vertical
 1 2 3 4 5 6 7 8 9 10 11
 12 13 14 15 16 17 18 19 20 21 22
 23
 AMERICAN Machine & Mfg. Co., Inc., 1201 Folsom St., San Francisco, Cal.

★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 8, N. J.
 2 10
 13 14 15 16
 BABCOCK Printing Press Corp., 38 Pequot Ave., New London, Conn.
 1 2 3 7 8 10 11
 12 13 3 21 22
 BATHRICK & Palmer Co., 1317 Princeton St., Elkhart, Ind.

★BRANDTJEN & Kluge, Inc., Gaultier St. & Como Ave., St. Paul, Minn.

★CHALLENGE Mch. Co., Grand Haven, Mich.

★CHAMPLAIN Co., Inc., 88 Llewellyn Ave., Bloomfield, N. J.

★CHANDLER & Price Co., 6000 Carnegie Ave., Cleveland 3, Ohio

★COTTRELL, C. B., & Sons Co., Westerly, R. I.

CRAFTSMEN Machinery Co., 575 Atlantic Ave., Boston 10, Mass.

COMMERCIAL Iron Works, 2424 Porter St., Los Angeles, Cal.

CRONITE Co., 35 Park Pl., New York 7, N. Y.

DAVIDSON Mfg. Corp., 1020 W. Adams St., Chicago 7, Ill.

DIETZ Machine Works, 126 W. Fontaine St., Philadelphia, Pa.

DUPLIX Printing Press Co., Battle Creek, Mich.

★ELECTRIC Boat Co. (Printing Machy. Div.), 445 Park Ave., New York 22, N. Y.

1 2 3 4 5 6 7 8 9 10 11
 12 13 14 15 16 17 18 19 20 21 22
 23
 GENERAL Printing Mch. Corp., 29 Ryerson St., Brooklyn 5, N. Y.

GOSS Printing Press Co., 1335 S. Paulina St., Chicago 8, Ill.

HAIDA Engineering Co., 34-11 Vernon Blvd., Long Island City 1, N. Y.

HAMILTON Tool Co., 9th & Hanover, Hamilton, Ohio

★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5

★HENDY, Joshua, Corp., 601 W. 5th St., Los Angeles 13, Calif.

HENSCHEL, C. B., Mfg. Co., 229 W. Mineral St., Milwaukee 4, Wis.

★HESS & Barker, 212-22 S. Darien St., Philadelphia 7

★HOE, R., & Co., Inc., 910 E. 138th St., New York 54

HOOPER, F. X., Co., Inc., Glen Arm, Md.

HUDSON-Sharp Machine Co., 1207 Main St., Green Bay, Wis.

★HUEBNER Laboratories, 305 E. 46th St., New York 17

INMAN Mfg. Co., 41 Guy Park Ave., Amsterdam, N. Y.

INTERNATIONAL Paper Box Machine Co., 315 Main St., Nashua, N. H.

KELSEY Co., 45 Crown St., Meriden, Conn.

KIDDER Press Co., Inc., Dover, N. H.

LAWSON, E. P., & Co., 424 W. 33rd St., New York

LITHOGRAPH Press Mfg. Co., 600 Second Ave., Pittsburgh 19, Pa.

LITHOMAT Corp., 58 Charles St., Cambridge, Mass.

★MC ADAMS, John, & Sons, Inc., 20 Knight St., Norwalk, Conn.

MEISEL Press Mfg. Co., 944 Dorchester Ave., Boston 25, Mass.

★MIEHLE Printing Press & Mfg. Co., 2011 Hastings St., Chicago 8, Ill.

MILLER Printing Mch. Co., 1117 Reedsdale St., Pittsburgh 12, Pa.

MOTTER'S, George F., Sons, 132 S. Pershing Ave., York, Pa.

MT. Vernon Presses, 111 E. Grand St., Mt. Vernon, N. Y.

NAGEL-Ryan Mfg. Co., 4363 Woodward Ave., Royal Oak, Mich.

NORWOOD Engineering Co., Florence, Mass.

OLSENMARK Corp., 124 White St., New York 13

PAPER Converting Machine Co., 601 Harvey St., Green Bay, Wis.

POTDEVIN Machine Co., 1221 38th St., Brooklyn 18

ROTOGRAVURE Engineering Co., 299 Marginal St., East Boston 28, Mass.

★SCOTT, Walter, & Co., Plainfield, N. J.

SHAW Machine Tool Co., 1151 Temple St., Los Angeles 12, Cal.

SPECIALTY Automatic Machine Co., 88 Gerrish Ave., Chelsea 50, Mass.

STANDARD Process Corp., 734 Lexington St., Chicago 7, Ill.

STAUDE, E. G., Mfg. Co., 2675 University Ave., St. Paul 4, Minn.

STOESEL Machine Mfg. Corp., 534 W. 35th St., New York 1, N. Y.

SWIFT, George W., Inc., 7 Ward St., Bordenstown, N. J.

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31 32 33

THOMSON-National Press Co., Franklin, Mass.

VERNER, B., & Co., 52 Duane St., New York, N. Y.

WALDRON, John, Corp., New Brunswick, N. J.

WESTERN Printing Mch. Co., 430 S. Green St., Chicago, Ill.

WILLARD Mfg. Corp., 28 W. 23rd St., New York

WILLSEA Works, 371 St. Paul St., Rochester 5, N. Y.

WOOD Newspaper Mch. Corp., 501 Fifth Ave., New York 17, N. Y.

YOUNG Engineering Co., 2749 N. Janssen Ave., Chicago 14, Ill.

ZARKIN Machine Co., 335 E. 27th St., New York 16

PRESSES, PROOF

1 Multi-Color
2 Offset-Lithography
3 One Color

ALTAIR Mch. Corp., 55 Vandam St., New York 13

★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B, N. J.

★CHALLENGE Machinery Co., Grand Haven, Mich.

★COTTRELL, C. B., & Sons Co., Westerly, R. I.

GOSS Printing Press Co., The, 1535 S. Paulina St., Chicago 8, Ill.

★HOE, R., & Co., 910 E. 138th St., New York 54

★LANSTON Monotype Machine Co., 24th at Locust, Philadelphia 3, Pa.

LITHO Equipment & Supply Co., 215 W. Ohio St., Chicago, Ill.

★NOLAN Corp., 1333 E. Dominick St., Rome, N. Y.

OSTRANDER-Seymour Co., 4026 W. Lake St., Chicago 24, Ill.

★RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.

★VANDERCOOK & Sons, 900 N. Kilpatrick Ave., Chicago 51, Ill.

WAGNER, Charles, Litho. Mach. Co., 51 Park Ave., Hoboken, N. J.

WESEL Mfg. Co., 411 Gilligan St., Scranton, Pa.

PRESSES, SPECIALTY PRINTING

1 Bag
2 Bank Note
3 Carton, Container
4 Cellophane
5 Check
6 Continuous Forms, etc.
7 Drinking Cup, Rotary, Web
8 Embossed, Die-Cut Seals
9 Envelope
10 Fans, Novelities, etc.
11 File Folder
12 Foil
13 Fruit Stamping
14 Imprinting, Bank Check, Cartons, Labels, etc.
15 Label
16 Letter, Form
17 Match Book Cover
18 Menu
19 Metal Plate, Glass, and Plastics
20 Milk Bottle Cap
21 Pencil
22 Photogelatin
23 Register Form
24 Rolling Surfaces and Rubber Ball
25 Sales Book
26 Show Card
27 Silk Screen
28 Snap-out and Zigzag
29 Tag
30 Tape and Ribbon
31 Ticket
32 Tube
33 Typewriter Ribbon Attachment
34 Wet Paper
35 Wood
36 Wrapper

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31 32 33

ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.

AMERICAN Machine & Mfg. Co., Inc., 1201 Folsom St., San Francisco, Cal.

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31 32 33

★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B, N. J.

★APEX Products Corporation, 142 W. 24th St., New York 10, N. Y.

BATHRICK & Palmer Co., 1317 Princeton St., Elkhart, Ind.

★CHAMPLAIN Co., Inc., 88 Llewellyn Ave., Bloomfield, N. J.

★CHANDLER & Price Co., 6000 Carnegie Ave., Cleveland 3, Ohio

★COTTRELL, C. B., & Sons Co., 25 E. 26th St., New York 10, N. Y.

CRONITE Company, 35 Park Place, New York, N. Y.

GOAT, Fred, Co., 314 Dean St., Brooklyn 10, N. Y.

HAIDA Engineering Co., 34-11 Vernon Blvd., Long Island City 1, N. Y.

HAMILTON Tool Co., Ninth & Hanover Sts., Hamilton, Ohio

★HARRIS-Seybold Co., 4510 E. 71st., Cleveland 5

★HENDY, Joshua, Corp., 601 W. 5th St., Los Angeles 13, Calif.

★HESS & Barker, 212 S. Darien St., Philadelphia 7, Pa.

★HOE, R., & Co., Inc., 910 E. 138th St., New York 54

HOOPER, F. X Co., Inc., Glen Arm, Md.

INTERNATIONAL Paper Box Machine Co., 315 Main St., Nashua, N. H.

LINE-O-Scribe, Div. Globe Corporation, 400 N. Michigan Ave., Chicago 11, Ill.

MAKATAG Company, Reading, Mass.

MEISEL Press Mfg. Co., 944 Dorchester Ave., Boston 25, Mass.

MARKEM Machine Co., Keene, N. H.

MATTHEWS, Jas. H., & Co., 3951 Forbes St., Pittsburgh 13, Pa.

★MILLER Printing Machinery Co., 1117 Reedsdale St., Pittsburgh 12, Pa.

★NAZ-DAR Company, 469 Milwaukee Ave., Chicago 10, Ill.

★NEW Era Mfg. Co., 375 11th Ave., Paterson 4, N. J.

PADDY Machine Co., 610 Atlantic Ave., Boston, Mass.

PAPER Converting Machines Co., 601 Harvey St., Green Bay, Wis.

POST Manufacturing Works, 671 Diversey Parkway, Chicago 14, Ill.

POTDEVIN Machine Co., 1221 38th St., Brooklyn 18

★RATHBUN & Bird Co., 379 W. Broadway, New York 12, N. Y.

ROTOGRAVURE Engineering Co., 299 Marginal St., East Boston 28, Mass.

★RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.

SCHMUTZ Mfg. Co., Inc., 1600 W. Main St., Louisville, Ky.

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31 32 33

SCOTT, J. B., 4048 Camelia Ave., St. Louis, Mo.

SELECTASINE Corp., 2738 Van Buren St., Chicago 12

SHOWCARD Machine Co., 1196 Merchandise Mart, Chicago 54, Ill.

STOESSEL Machine Mfg. Corp., 534 W. 35th St., New York 1, N. Y.

SUPERIOR Type Co., 1800 W. Larchmont St., Chicago 13, Ill.

SWIFT, George W., Inc., 7 Ward St., Bordentown, N. J.

UNDERWOOD Corporation, 1 Park Ave., New York 16, N. Y.

VERNER, B., & Co., 52 Duane St., New York 7, N. Y.

WALDRON, John, Corp., New Brunswick, N. J.

WESTERN Printing Machinery Co., 430 S. Green St., Chicago 7, Ill.

WILLSEA Works, 371 Saint Paul St., Rochester 5, N. Y.

YOUNG Engineering Co., 2749 N. Janssen Ave., Chicago 14, Ill.

PRINTING FRAMES
(Also see Vacuum Printing Frames)

★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B, N. J.

ATLAS Electric Devices Co., 361 W. Superior St., Chicago, Ill.

CROKE, Allan B., Co., 163 Oliver St., Boston 10

★DOUTHITT Corporation, The, 680 E. Fort St., Detroit 26, Mich.

★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5

LITHO Equipment & Supply Co., 215 W. Ohio St., Chicago, Ill.

MT. VERNON Presses, Mt. Vernon, N. Y.

SULLEBARGER, E. T., Co., 110 Fulton St., New York 7

SWEIGARD Ideal Co., 6122 N. 21st St., Philadelphia

PRINTING PAPER, SENSITIZED

DEFENDER Photo Supply Co., Inc., 666 Driving Pk. Ave., Rochester 13, N. Y.

★EASTMAN Kodak Co., 343 State St., Rochester 4, N. Y.

HALOID Co., The, 2-20 Haloid St., Rochester 3, N. Y.

PUMPS, INK AND OIL

ANCHOR Chemical Co., Inc., 829 Bergen St., Brooklyn 16, N. Y.

BOWSER, S. F., & Co., 1302 Creighton Ave., Ft. Wayne, Ind.

DUPLEX Printing Press Co., Battle Creek, Mich.

FAIRBANKS, Morse & Co., 900 S. Wabash Ave., Chicago, Ill.

GAST Mfg. Co., 113 Hinkley St., Benton Harbor, Mich.

★HOE, R., & Co., Inc., 910 E. 138th St., New York 54

NEW Jersey Machine Corp., 15th & Willow Ave., Hoboken, N. J.

PUNCHES, PRESS
(See Ejector Press Punches)

PUNCHING AND ROUND CORNERING MACHINES

ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.

BERRY Machine Co., 716 N. First St., St. Louis, Mo.

★CHALLENGE Machinery Co., Grand Haven, Mich.

CRAFTSMEN Machinery Co., 375 Atlantic Ave., Boston, Mass.

CUMMINS Perforator Co., 4740 Ravenswood Ave., Chicago, Ill.

G. B. C. Manufacturing Co., 812 Belmont Ave., Chicago 14, Ill.

★LASSCO Products, Inc., 485 Hague St., Rochester, N. Y.

★LAWSON, E. P., Co., Inc., 426 W. 33rd St., New York 1, N. Y.

MICK, Walter K., Co., 500 Robert St., St. Paul 1, Minn.

★NYGREN-Dahly Co., Inc., 218 N. Jefferson St., Chicago 6, Ill.

PLEGER, John J., Co., 613 W. 16th St., Chicago 16, Ill.

★PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio

★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13E, Mich.

★ROSBACK, F. P., Co., 5th & Park Sts., Benton Harbor, Mich.

★SOUTHWORTH Machine Co., 30 Warren Ave., Portland, Me.

SPIRAL Binding Co., 406 W. 31st St., New York 1

PUNCH PRESSES

WALSH Press & Die Co., 4737 W. Kinzie St., Chicago 44, Ill.

PYROMETERS (See Temperature Control and Indicators, Metal)**QUOINS AND KEYS**

- 1 Keys
- 2 Quoins
- 1 2 AMERICAN Wood Type & Engrav. Co., 270 Lafayette St., New York 12, N. Y.
- 2 ★CHALLENGE Machinery Co., Grand Haven, Mich.
- 1 2 HEMPEL, H. A., 720 White Bldg., Buffalo 2, N. Y.
- 1 2 ★HOE, R., & Co., Inc., 910 E. 138th St., New York 54
- 1 2 ★MORGANS & Wilcox Mfg. Co., 69 Hanford St., Middletown, N. Y.
- 1 2 ★PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio
- 1 2 ★ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14, Ill.
- 1 2 STEPHENS, Samuel, and Wickersham Co., 174 High St., Boston 10, Mass.
- 1 2 TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn, N. Y.
- 1 2 WARNOCK, W. S., Co., 1924 Jonquil Terrace, Chicago 26, Ill.

**REFRIGERATING EQUIPMENT**

CARRIER Corporation, S. Geddes St., Syracuse 1, N. Y.
 GENERAL Electric Co., 1 River Rd., Schenectady 3, N. Y.
 TRANE Co., La Crosse, Wis.
 WESTINGHOUSE Electric Corp., P.O. Box 868, Pittsburgh, Pa.

REGISTERING SYSTEMS

- CARLSON Co., The, 15 Hathaway St., Boston 10, Mass.
 ★CHALLENGE Machinery Co., Grand Haven, Mich.
 ★COTTRELL, C. B., & Sons Co., 25-E. 26th St., New York 10, N. Y.
 ★CRAFTSMAN Line-up Table Corp., 49 River St., Waltham 54, Mass.
 HEINRICH, H. H., Inc., 200 Varick St., New York 14
 ★HESS & Barker, 212 S. Darien St., Philadelphia 7, Pa.
 ★HUEBNER Laboratories, 305 E. 46th St., New York 17
 LANSTON Monotype Machine Co., 24th and Locust Sts., Philadelphia 3, Pa.
 OLSEN Mark Corp., 124 White St., New York 13, N. Y.
 ★PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio
 TAYLOR Machine Co., 210 Guilford Ave., Baltimore
 WOOD Newspaper Machinery Corp., 501 Fifth Ave., New York 17, N. Y.

REPRODUCTION PROOFING SYSTEM

LANSTON Monotype Machine Co., 24th and Locust, Philadelphia 3, Pa.
 TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn 1
 ★VANDERCOOK & Sons, 900 N. Kilpatrick Ave., Chicago 51, Ill.

RIVETING MACHINES

STIMPSON, Edwin B., Co., Inc., 70 Franklin Ave., Brooklyn 5, N. Y.

ROLLER CORES, BALL BEARINGHART, Wm. C. Co., 137 Greene St., New York, N. Y.
MOTOR City Roller Co., 448 E. Lafayette, Detroit 26**ROLLER, INKING, COATING MACHINES**

★BINGHAM'S, Sam'l, Son Mfg. Co., 636 Sherman St., Chicago 3, Ill.
 ★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8, Ill.

ROLLER, INKING, CONDITIONING DEVICE

BLACK Rock Mfg. Co., 177 Osborne St., Bridgeport 5, Conn.
 ★PAASCHE Airbrush Co., 1900 Diversey Parkway, Chicago 14, Ill.

ROLLER SECTIONING MACHINE (For "Split" Rollers)

★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago

ROLLER SPRAYS (See Anti-Offset Equipment)**ROLLER TRUCKS, EXPANSION**

COWAN Pressroom Products, Inc., 1651 Cosmo St., Hollywood 28, Cal.
 MOTOR City Roller Co., 448 E. Lafayette, Detroit 26

ROLLER WASHING MACHINES

AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 8, N. J.
 CLEAN-A-Press Machine Co., Box 264, Des Moines 1
 GEGENHEIMER, Wm., Inc., 78 Roebling St., Brooklyn, N. Y.
 HOLLINGSWORTH, Wm., Machine Co., 227 Holiday St., Baltimore 2, Md.
 INTERNATIONAL Press Cleaner & Mfg. Co., 112 Hamilton Ave., Cleveland, Ohio

ROLLERS

- 1 Composition
- 2 Covered
- 3 Folding Machine
- 4 Gravure
- 5 Hand
- 6 Offset-Lithographic
- 7 Proofing
- 8 Rubber, Natural
- 9 Rubber, Synthetic
- 10 Vulcanized Oil
- 1 2 3 4 5 6 7 8 9 10
- ★AMERICAN Roller Co., 1342 N. Halsted St., Chicago 22, Ill.
- 1 2 3 4 5 6 7 8 9 10
- AMERICAN Wringer Co., Inc., Social St., Woonsocket, R. I.

BEN DAY, Inc., 118 East 28th St., New York 16, N. Y.

BINGHAM Brothers, Inc., 154 Nassau St., New York 7

★BINGHAM'S, Sam'l, Son Mfg. Co., 636 S. Sherman St., Chicago 5, Ill.

CALIFORNIA Ink Co., 545 Sansome St., San Francisco 11, Cal.

CONSOLIDATED Printing Ink Co., 431 N. Griggs St., St. Paul 4, Minn.

CORKPAK Co., Inc., 45 South St., Mount Vernon, N. Y.

CRONITE Co., 35 Park Pl., New York 7, N. Y.

★DAYTON Rubber Mfg. Co., 2342 W. Riverview Ave., Dayton, Ohio

DU PONT, E. I., de Nemours & Co., Inc., Neoprene Div., Wilmington, Del.

FUCHS & Lang, Gen. Prtg. Ink, Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.

GODFREY Roller Co., 215 N. Camac St., Philadelphia 7, Pa.

GOODRICH, B. F., Co., 500 S. Main St., Akron 18, Ohio

GOODYEAR Tire & Rubber Co., 1144 E. Market St., Akron 16, Ohio

HARRIGAN Roller Co., Inc., 311 Guilford Ave., Baltimore 2, Md.

HART, Wm. C. Co., Inc., 137 Greene St., New York 12, N. Y.

★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8, Ill.

MILWAUKEE Printers Roller Co., 422 S. Fourth St., Milwaukee 4, Wis.

★MINTON, Louis, Ltd., c/o Dan J. Casey, Jr., 80 Warren St., New York 7, N. Y.

MOTOR City Roller Co., 448 E. Lafayette St., Detroit 26, Mich.

NATIONAL Roller Co., 307 Pearl St., New York 7

OHIO Roller Co., 4408 Detroit Ave., Cleveland 13

OSGOOD-GLOBE Corp., 33 Purchase St., Boston 10

PAVYER Printing Machine Works, 600 S. Broadway, St. Louis 2, Mo.

RAPID Roller Co., 2358 S. Federal St., Chicago 16, Ill.

RAYBESTOS-Manhattan, Inc., 61 Willet St., Passaic, N. J.

★ROBERTS & Porter, Inc., 402 S. Market St., Chicago 7, Ill.

ROSENER, Joseph, Co., 243 Vallejo St., San Francisco 11, Cal.

SANDS Roller Co., 2859 Detroit Ave., Cleveland 13

★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 13, N. Y.

STANDARD Process Corp., 734 W. Lexington St., Chicago 7, Ill.

THIOL Corporation, 780 N. Clinton Ave., Trenton, N. J.

TWIN City Printers Roller Co., 505 S. 3rd St., Minneapolis 15, Minn.

UNITED States Rubber Co., 1230 Sixth Ave., New York 20, N. Y.

WILD & Stevens, Inc., 5 Purchase St., Boston 10, Mass.

WINN & Goodman, 440 Sansome St., San Francisco 11

WOLLASTON, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.

SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Cal.

TARPLEY, George, Co., Box 2401, Cleveland 12

ZANETTI Machine Works, Inc., 1701 Kirkwood Ave., San Francisco 24, Cal.

1 2 3 4 5 6 7 8 9 10

ROSENER, Joseph, Co., 243 Vallejo St., San Francisco 11, Cal.

SANDS Roller Co., 2859 Detroit Ave., Cleveland 13

★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 13, N. Y.

STANDARD Process Corp., 734 W. Lexington St., Chicago 7, Ill.

THIOL Corporation, 780 N. Clinton Ave., Trenton, N. J.

TWIN City Printers Roller Co., 505 S. 3rd St., Minneapolis 15, Minn.

UNITED States Rubber Co., 1230 Sixth Ave., New York 20, N. Y.

WILD & Stevens, Inc., 5 Purchase St., Boston 10, Mass.

WINN & Goodman, 440 Sansome St., San Francisco 11

WOLLASTON, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.

SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Cal.

TARPLEY, George, Co., Box 2401, Cleveland 12

ZANETTI Machine Works, Inc., 1701 Kirkwood Ave., San Francisco 24, Cal.

ROLL LEAF CUTTERS

COUGHLIN Mfg. Co., 697 E. 132nd St., New York 54

GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 East 21st St., New York 10, N. Y.

PEERLESS Roll Leaf Co., Inc., 4511 New York Ave., New York City, N. Y.

ROTARY PRESS KNIVES

COES, Loring, Co., 72 Coes St., Worcester 3, Mass.

★HOE, R., & Co., Inc., 910 E. 138th St., New York 54

SIMONDS Worden White Co., 604 Negley Place, Dayton 7, Ohio

ROTOGRAVURE CYLINDER MARKING MACHINE (See Marking Machine, Rotogravure)

ROUGHING MACHINES (See Embossing Machines, Roller)

ROUND CORNERING MACHINES (See Punching and Round Cornering Machines)

ROUTING MACHINES

1 Line Slugs

2 Relief Plates

3 Router Bits

1 2 3

★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 8, N. J.

AURORA School of Photoengraving, Aurora, Mo.

AUTOMATIC Saw Sharpening Co., 735 E. Ohio St., Indianapolis, Ind.

★CHALLENGE Machinery Co., Grand Haven, Mich.

CHICAGO Wheel & Mfg. Co., 1101 W. Monroe St., Chicago 7, Ill.

ELGIN Bending Machine Co., 320 E. Chicago St., Elgin, Ill.

GOSS Printing Press Co., 1535 So. Paulina St., Chicago 8, Ill.

★HAMMOND Machinery Builders, Inc., 1616 Douglas Ave., Kalamazoo 54, Mich.

★HOE, R., & Co., Inc., 910 E. 138th St., New York 54

LINOTYPE Parts Co., Weatherly, Pa.

MARGACH Mfg. Co., Inc., 82 Beekman St., New York 1

MILWAUKEE Saw-Trimmer Co., 612 E. Clybourn St., Milwaukee 2, Wis.

★NOLAN Corporation, 1333 E. Dominick St., Rome, N. Y.

ONSRUD Machine Works, Inc., 3900 W. Palmer St., Chicago 47, Ill.

OSTRANDER-Seymour Co., 4026 W. Lake St., Chicago 24, Ill.

PIONEER-Toledo Corp., 1212 Jackson St., Toledo 2

★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.

SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Cal.

TARPLEY, George, Co., Box 2401, Cleveland 12

ZANETTI Machine Works, Inc., 1701 Kirkwood Ave., San Francisco 24, Cal.

RUBBER STAMP MACHINERY

AMERICAN Etype Corp., Deerfield, Ill.
*LAKE Erie Engineering Corp., Riverview & Wood-
ward Ave., Buffalo 17, N. Y.

RULE

1 Brass
2 Cutting, Creasing, and Perforating
3 Steel
1 2 3
ALVIN Company, 135 West 20th St., New York 11
*AMERICAN Type Founders, 200 Elmora Ave., Eliz-
abeth B, N. J.
1 2 3
ATKINS, E. C., & Co., 402 S. Illinois St., Indianapolis 9
2
DISSTON, Henry, & Sons, Inc., Unruh & Milnor Sts.,
Philadelphia 35, Pa.
2 3
HELMOLD, J. F., & Brothers, 1462 W. Shakespeare
Ave., Chicago 14, Ill.
2
LUDWIG-Duell Co., 30 Beekman St., New York 7
2
MARKEL Products Co., 100 Gold St., New York 7
2 3
*RICHARDS, J. A., Co., 903 N. Pitcher St., Kala-
mazoo 13F, Mich.
1 2
SIMONDS Saw and Steel Co., 470 Main St., Fitch-
burg, Mass.
3
STEWART, Don, Co., 441 Clay St., San Francisco 11
2
TAYLOR-Made Rule Company, 65 Flatbush Ave.,
Brooklyn 17, N. Y.
2
*UNIVERSAL Mono-Tabular Corp., 418 N. St. Paul
St., Dallas 1, Tex.

RULE CASTERS

(See Composing Machines)

RULE, STEEL, BENDERS AND CUTTERS

AA-1 Steel Rule Die Service, 538 S. Dearborn St.,
Chicago 5, Ill.
HELMOLD, J. F., & Brothers, 1462 W. Shakespeare
Ave., Chicago 14, Ill.
*RICHARDS, J. A., Co., Kalamazoo 13F, Mich.

RULING MACHINES

DREDGE, A., Ruling Pen Co., 350 W. 31st St., New
York 1, N. Y.
HICKOK, W. O., Mfg. Co., 9th & Cumberland Sts.,
Harrisburg, Pa.
*LAWSON, E. P., Co., Inc., 426 W. 33rd St., New
York 1, N. Y.
LINDBLADH Corp., (Subsidiary of Miami Industries,
Inc.), 201 Morris St., Toledo 3, Ohio
*MC ADAMS, John, & Sons, Inc., 20 Knight St.,
Norwalk, Conn.



SAFES, FIREPROOF

EMPIRE State Safe Co., 220 Centre St., New York 13

SAWS, PLANERS, SHARPENERS

1 Block Levellers, Planers
2 Odd Measure
3 Planer Knives
4 Saw Blades
5 Saw Sharpeners
6 Saw Swaging Machines
7 Saw Trimmers
8 Saws, Band
9 Saws, Circular, Filing Machine
10 Saws, Die-Makers
11 Saws, Mitering
1 2 3 4 5 6 7 8 9 10 11
*AMERICAN Steel Chase Co., 3131 48th Ave., Long
Island City 1, N. Y.
1 2 3 4 5 6 7 8 9 10 11
ATKINS, E. C., & Co., 402 S. Illinois St., Indianapolis 9
3 4 5 6 7 8 9 10 11
AUTOMATIC Saw Sharpening Co., 735 E. Ohio St.,
Indianapolis, Ind.
4 5
BOICE-Grane Co., 930 W. Central Ave., Toledo 6
8 11
CHAPMAN Knives & Saws, Inc., 504 S. Broadway,
St. Louis 2, Mo.
4 5 8
DISSTON, Henry, & Sons, Inc., Unruh & Milnor Sts.,
Philadelphia 35, Pa.
3 4 5 8 10 11
FOLEY Manufacturing Co., 11 Main St., N. E., Min-
neapolis 13, Minn.
9
GOSS Printing Press Co., 1535 So. Paulina St., Chi-
cago 8, Ill.
7
*HAMMOND Machinery Builders, Inc., 1616 Doug-
las Ave., Kalamazoo 54, Mich.
2 4 5 7 11

1 2 3 4 5 6 7 8 9 10 11
HEATON & Anderson Div., 500 Como Ave., St. Paul 3
8
*HOE, R., & Co., Inc., 910 E. 138th St., New York 54
1 2 3 4 5 6 7 8 9
MILLER Printing Machinery Co., 1117 Reedsdale
Ave., Pittsburgh 12, Pa.
7
MILWAUKEE Saw-Trimmer Corp., 612 E. Clybourn
St., Milwaukee 2, Wis.
7
MISSOURI-Central Type Foundry, 705 E. Murdock
Ave., Wichita 5, Kan.
11
MOHR Lino-Saw Co., 126 N. Union Ave., Chicago 6
2
*MORGANS & Wilcox Mfg. Co., 69 Hanford St.,
Middletown, N. Y.
2
NELSON, C. B., Co., 720 So. Dearborn St., Chicago 5
4 5
*NOLAN Corporation, 1333 E. Dominick St., Rome,
N. Y.
7
OSTRANDER-Seymour Co., 4026 W. Lake St., Chi-
cago 24, Ill.
7
RALYA Saw Corp., 109 W. Second St., Cincinnati 2
2
*RICHARDS, J. A., Co., Kalamazoo 13F, Mich.
10 11
ROGERS, Samuel C., & Co., 191 Dutton Ave., Buffalo
11, N. Y.
5
*ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago
14, Ill.
2 8
SAW & Knife Specialty Co., 6526 Carnegie Ave.,
Cleveland 3, Ohio
4 5 8
SIMONDS Saw and Steel Co., 470 Main St., Fitch-
burg, Mass.
4
TESCH Mfg. Co., Inc., 2700 So. 19th St., Milwaukee 7
7
TRIUMPH Equipment Engineers, 507 Fourth St. S.,
Minneapolis 15, Minn.
7
TURNER Printing Machinery, Inc., 2630 Payne Ave.,
Cleveland 14, Ohio
7 11
*VANDERCOOK & Sons, 900 N. Kilpatrick Ave.,
Chicago 51, Ill.
1
WALLIN Mfg. Co., 309 S. 13th St., Omaha 2, Neb.
4 7
WARDWELL Mfg. Co., 3167 Fulton Rd., Cleveland 9
5 6
WILLSON Products, Inc., Second & Washington Sts.,
Reading, Pa.
6

SCALES

1 Platform
2 Postal
3 Paper
CADY, E. J., & Co., 549 W. Washington St., Chi-
cago 6, Ill.
3
COMMERCIAL Controls Corporation, 640 Calver
Road, Rochester 2, N. Y.
2
DETECTO Scales, Inc., 1 Main St., Brooklyn 1, N. Y.
1 2
FAIRBANKS, Morse & Co., 600 S. Michigan Ave.,
Chicago 5, Ill.
2
PITNEY-Bowes, Inc., 757 Pacific St., Stamford, Conn.
2
TOLEDO Scale Co., Toledo 12, Ohio
1 2

SCREENS, HALFTONE

*DOUTHITT Corporation, 680 E. Fort St., Detroit 26
*EASTMAN Kodak Company, 343 State St. Rochester
4, N. Y.
*HUEBNER Laboratories, 305 E. 46th St., New York 17
LANSTON Monotype Machine Co., 24th at Locust,
Philadelphia 30, Pa.
LEVY, Max, & Co., Wayne Ave. & Berkley St., Phila-
delphia, Pa.
MOORE Laboratories, 70 W. Montcalm, Detroit 1
ROBERTSON, R. R., 400 W. Madison St., Chicago

SCREENS, JUXTAPOSING

*HUEBNER Laboratories, 305 E. 46th St., New York 17

SEALING MACHINES, SEALS

FULLER, E. C., Co., 28 Reade St., New York, N. Y.
SEAL-O-Matic Machine Mfg. Corp., 225 Varick St.,
New York 14, N. Y.

SEALING MACHINES, TAPE

ALTAIR Machinery Corp., 55 Vandam St., New York
13, N. Y.
BETTER Packages, Inc., Shelton, Conn.
CHICAGO Gum Tape Co., 855 W. Adams St., Chi-
cago 7, Ill.
DRY-Tab Package Sealer Co., 4614 Prospect Ave.,
Cleveland, Ohio
GUMMED Tape & Devices Co., 1318 60th St., Brook-
lyn, N. Y.
NASHUA Package Sealing Co., Inc., 44 Franklin St.,
Nashua, N. H.
SEAL-O-MATIC Machine Mfg. Co., 225 Varick St.,
New York 14, N. Y.

SEWING MACHINES AND NEEDLES

ALTAIR Machinery Corp., 55 Vandam St., New York
13, N. Y.
CHICAGO Mch. Lab., 2719 S. Poplar Ave., Chicago 8
OVERSEWING Machine Co., 368 Congress St., Bos-
ton 10, Mass.
SINGER Manufacturing Co., 109 Trumbull St., Eliz-
abethport F. N. J.
SMYTH Mfg. Co., 9 Sigourney St., Hartford, Conn.
UNION Special Machine Co., 402 N. Franklin St.,
Chicago, Ill.

SHADING MEDIUMS

BEN DAY, Inc., 118 East 28th St., New York 16, N. Y.
CRAFTINT Mfg. Co., 210 St. Clair Ave., N. W., Cleve-
land 13, Ohio
TINTOGRAPH Co., The, 33 Park Row, New York 7

SHAVING, BORING AND PLANING MACHINES, FLAT PLATES

*COTTRELL, C. B., & Sons Co., 25 E. 26th St., New
York, N. Y.
ELGIN Bending Machine Co., 320 E. Chicago St.,
Elgin, Ill.
GOSS Printing Press Co., The, 1535 S. Paulina St.,
Chicago 8, Ill.
*HESS & Barker, 212 S. Darien St., Philadelphia, Pa.
*HOE, R., & Co., Inc., 910 E. 138th St., New York 54
MONOMELT Co., Inc., 1611 Polk St., N. E., Min-
neapolis 13, Minn.
*RICHARDS, J. A., Co., 903 N. Pitcher St., Kala-
mazoo, Mich.
STA-HI Corporation, 1020 Crocker St., Los Angeles
STEREOTEX Machinery Co., P. O. Box 167, Stam-
ford, Conn.
STEREOTYPE Equipment Co., 2815 Irving Park Rd.,
Chicago, Ill.
WESEL Mfg. Co., 411 Gilligan St., Scranton, Pa.

SHAVING MACHINE, ROTARY HEAD, ELECTROTYPERS'

*HESS & Barker, 212 S. Darien St., Philadelphia 7,
Pa.
MONOMELT Co., Inc., 1611 Polk St., N. E., Min-
neapolis 13, Minn.
OSTRANDER-Seymour Co., 4024 W. Lake St., Chicago

SHEARS FOR STEREOTYPE MATS AND ELECTROTYPE SHELLS

GOSS Printing Press Co., 1535 S. Paulina, Chicago 8
*HOE, R., & Co., Inc., 910 E. 138th St., New York 54

SHELVING

EQUIPTO, Div. Aurora Equipment Co., Aurora, Ill.
LYON Metal Products, Inc., 1134 Madison, Aurora, Ill.

SHOOT BOARDS

*CHALLENGE Machinery Co., Grand Haven, Mich.
*HOE, R., & Co., Inc., 910 E. 138th St., New York 54
*PRINTING Machinery Co., The, 436 Commercial
Sq., Cincinnati 2, Ohio
WARNOCK, W. S., Co., 1524 Jonquil Terrace, Chi-
cago 26, Ill.
WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.

SILK SCREEN EQUIPMENT AND SUPPLIES

*AMERICAN Type Founders, 200 Elmora Ave., Eliz-
abeth B, N. J.
BROWN Lindsay Paint Co., 2601-75 W. Grand Ave.,
Chicago 12, Ill.
CRAFTINT Mfg. Co., 210 St. Clair Ave., N. W.,
Cleveland 13, Ohio
*DOUTHITT Corp., The, 650 W. Baltimore Ave.,
Detroit 2, Mich.
GOODYEAR Tire & Rubber Co., The, 1144 E. Market
St., Akron 16, Ohio
HAMMER Dry Plate & Film Co., Ohio & Miami Sts.,
St. Louis 18, Mo.
*NAZ-Dar Company, 469 Milwaukee Ave., Chicago 10
ROBERTSON, R. R., 400 W. Madison St., Chicago 6
RUXTON Products, Inc., Div. Interchemical Corp.,
407 E. Eighth St., Cincinnati, Ohio
SELECTASINE Corp., 2738 Van Buren St., Chicago 12
SHERWIN Williams Co., 101 Prospect, Cleveland 1
*SINCLAIR and Valentine Co., 611 W. 129th St.,
New York 27, N. Y.

SILVER SPRAY EQUIPMENT FOR ELECTROTYPING

MONOMELT Co., Inc., 1611 Polk St. N. E., Min-
neapolis 13, Minn.
SPEED Products Co., Inc., 37-18 Northern Blvd.,
Long Island City 1, N. Y.
STEREOTEX Mch. Co., Box 167, Stamford, Conn.

SKIVING MACHINES

LESTER & Wasley Co., Inc., 282 Franklin St., Nor-
wich, Conn.
YOUNG Engineering Co., 2741 Janssen Ave., Chi-
cago 14, Ill.

SLITTING AND REWINDING EQUIPMENT

ATKINS, E. C., & Co., 402 Illinois St., Indianapolis 9
 ★BECK, Charles, Corporation, 414 North 13th St., Philadelphia 8, Pa.
 CAMERON Machine Co., 61 Poplar St., Brooklyn 2
 CHAMBERS Bros. Co., Inc., 52nd & Media Sts., Philadelphia, Pa.
 ★CHAMPLAIN Co., Inc., 626 Eleventh Ave., New York 19, N. Y.
 CLINE Electric Mfg. Co., 400 W. Madison St., Chicago 6, Ill.
 DAVIDSON Perforator Co., P. O. Box 1235, New Haven 5, Conn.
 DIETZ Machine Works, 126 W. Fontaine St., Philadelphia, Pa.
 HAMILTON Tool Co., Ninth & Hanover Sts., Hamilton, Ohio
 HOOPER, F. X., Co., Inc., Glen Arm, Md.
 INMAN Mfg. Co., Inc., Amsterdam, N. Y.
 JACQUES, John, & Son, 93 Webster St., Worcester, Mass.
 KIDDER Press Co., Inc., 121 Broadway, Dover, N. H.
 KNOWLTON, M. D., Co., 28 Industrial St., Rochester, N. Y.
 KOHLER Systems Co., The, 159 E. Chicago Ave., Chicago 11, Ill.
 ★MCADAMS, John, & Sons, Inc., 20 Knight St., Norwalk, Conn.
 MEISEL Press Mfg. Co., 944 Dorchester Ave., Boston 25, Mass.
 ★NEW Era Mfg. Co., Inc., 375 11th Ave., Paterson 4, N. J.
 PAPER Converting Machine Co., 601 Harvey St., Green Bay, Wis.
 PARRY, S. R., Machine Co., 224 Mill St., Rochester, N. Y.
 ★ROSBACK, F. P., Co., Fifth & Park Sts., Benton Harbor, Mich.
 SIMONDS Worden White Co., 607 Negley Pl., Dayton 7, Ohio
 STAUBE, E. G., Mfg. Co., 2675 University Ave., St. Paul, Minn.
 SWIFT, Geo. W., Jr., Inc., 7 Ward St., Bordentown, N. J.
 WALDRON, John, Corp., River Rd., New Brunswick, N. J.
 YOUNG Engineering Co., 2741 N. Janssen Ave., Chicago 14, Ill.

SLUG CORRECTOR

CURLER Manufacturing Co., 500 Sansome St., San Francisco, Cal.

SLUG HIGH SINKERS

BANCROFT, Ralph, Co., 305 S. Fifth St., Minneapolis 15, Minn.

SPINNERS, GROMMETS, Etc.

GRAMMES, L. F., & Sons, Inc., Allentown, Pa.
 STIMPSON, Edwin B., Co., Inc., 70 Franklin Ave., Brooklyn 5, N. Y.

SQUEEGEE MACHINES, ROTOGRAVURE CYLINDER

★HOE R., & Co., Inc., 910 E. 138th St., New York 54
 STANDARD Process Corp., 734 W. Lexington St., Chicago 7, Ill.

SQUEEGEES, SILK SCREEN

GOODRICH, B. F., Co., 500 S. Main St., Akron 18, Ohio
 GOODYEAR Tire & Rubber Co., 1144 E. Market St., Akron 16, Ohio
 METZGER, Alfred E., 30 Irving Place, New York 3

STAMPER, BENCH LEVER

ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.
 GANE Bros. & Lane, Inc., 1335 W. Lake St., Chicago 7
 GRIFFIN, Campbell, Hayes, Walsh, Inc., 30 East 21st St., New York 10, N. Y.
 OLSEN Mark Corp., 124 White St., New York 13

STANDING PRESSES, BINDERY

BERRY Machine Co., 716 N. First St., St. Louis, Mo.
 HICKOK, W. O., Mfg. Co., Ninth & Cumberland Sts., Harrisburg, Pa.
 ★MCADAMS, John, & Sons, Inc., 20 Knight St., Norwalk, Conn.
 STANDARD Machinery Co., The, Mystic, Conn.

STAPLING MACHINES (Also see: STITCHERS, WIRE)

ACME Staple Co., 1643 Haddon Ave., Camden, N. J.
 BATES Mfg. Co., The, 18 Central Ave., Orange, N. J.
 BOSTITCH, Westerly, R. I.
 HELLER Co., The, 2135 Superior Ave., Cleveland 6
 HOTCHKISS, E. H., Co., 10 Hoyt St., Norwalk, Conn.
 SPEED Products Co., Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

STATIC ELIMINATORS

★CHAPMAN Elec. Neutralizer Co., Box 268, Portland 6, Me.
 CRAIG Corporation, 143 W. 20th St., New York 11
 HERBERT Mfg. Co., 14 Durland Pl., Brooklyn 12
 KIDDER Press Co., Inc., Dover, N. H.
 MAXSON Automatic Mch. Co., 98 Granite St., Westerly, R. I.
 POTDEVIN Machine Co., 1221 38th St., Brooklyn 18
 SIMCO Co., The, 920 W. Master St., Philadelphia 22
 STA-HI Corporation, 1020 Crocker St., Los Angeles 21
 STATIC Eliminator and Printing Press Heater Co., 239 Centre St., New York 13, N. Y.
 TAKK Corp., The, Newark, Ohio
 U. S. RADIUM Corp., 535 Pearl St., New York 7, N. Y.
 WESTERN Brush Company, 33 S. Market St., Chicago 6, Ill.
 WICKWIRE Spencer Steel Co., 41 E. 42nd St., New York, N. Y.

STEEL RULE CUTTING DIES

ACCURATE Steel Rule Die Mfrs., 22 W. 21st St., New York 10, N. Y.
 ARTISTIC Die Mfg. Co., 214 E. Eighth, Cincinnati
 CUTWELL Steel Rule Die Co., 10 W. 20th St., New York 10, N. Y.
 FREEDMAN Die Cutters, Inc., 10 W. 20th St., New York 11, N. Y.
 HALE, Frank D., 64 Tonnele Ave., Jersey City 6, N. J.
 ★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.

STEEL STRAPPING

SIGNODE Steel Strapping Co., 2600 N. Western Ave., Chicago 47, Ill.

STEREOTYPE SUPPLIES, GUMMED TAPE, PACKING STRIPS, PARTING POWDER

BURGESS Cellulose Co., Freeport, Ill.
 CERTIFIED Dry Mat Corp., 9 Rockefeller Plaza, New York 20, N. Y.
 CORKPAK Co., The, 45 South St., Mt. Vernon, N. Y.
 COYNE & Paddock, Inc., 48-15 32nd Place, Long Island City, N. Y.
 DOM, G. C. Supply Co., 125 E. Pearl St., Cincinnati
 FLEXIDEAL Dry Mat Co., 25 E. 26th St., New York
 SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Cal.
 STA-HI Corporation, 1020 Crocker St., Los Angeles 21
 UNITED Stereotype and Supply Co., Box 38, West Lynn, Mass.
 WOOD Flong Corp., 551 Fifth Ave., New York 17

STIPLING MACHINES

(See Embossing Machines, Roller)

STITCHERS, WIRE

BOSTITCH, Westerly, R. I.
 CHICAGO Machinery Laboratory, 2719 S. Poplar Ave., Chicago 8, Ill.
 CHRISTENSEN Machine Co., The, 100 Fourth St., Racine, Wis.
 HELLER Co., The, 2135 Superior Ave., Cleveland 6
 HOFFERT Machine Co., 718 Marquette St., Racine, Wis.
 HOTCHKISS, E. H., Co., 10 Hoyt St., Norwalk, Conn.
 INTERNATIONAL Paper Box Machine Co., 315 Main St., Nashua, N. H.
 JONES, James H., Co., 130 N. Clinton St., Chicago 6
 ★LAWSON, E. P., Co., Inc., 426 W. 33rd St., New York
 NEW Jersey Wire Stitching Machine Co., 608 S. Second St., Camden, N. J.
 ★NYGREN-Dahly Co., 218 N. Jefferson St., Chicago
 PABICH, W. R., Mfg. Co., 2855 N. Rockwell St., Chicago 18, Ill.
 ★ROSBACK, F. P., Co., Fifth & Park Sts., Benton Harbor, Mich.
 SHERIDAN, T. W. & C. B., 129 Lafayette St., New York 13, N. Y.

STITCHING WIRE FEEDERS

BOSTITCH, Westerly, R. I.
 CHRISTENSEN Machine Co., 100 Fourth St., Racine, Wis.
 ★ROSBACK, F. P., Co., Fifth & Park Sts., Benton Harbor, Mich.

STOCK CUTS

★ARROW Service, P. O. Box 2217, Salt Lake City 13
 COMMERCIAL Cut Co., Inc., 151 W. 23rd St., New York 11, N. Y.
 EAST Texas Engraving Co., 322 E. Erwin, Tyler, Tex.
 HUX Cuts, 11 W. 42nd St., New York 18, N. Y.
 IDEA Cut Service, 337 S. High St., Columbus 15, Ohio
 LUDWIG-Duell Co., 30 Beekman St., New York 7
 MERRELL Features, 318 W. Randolph St., Chicago 6
 ★SHINN, Cobb, 721 Union St., Indianapolis 4, Ind.

STOCK PHOTOGRAPHS

UNDERWOOD & Underwood, 321 E. 44th St., New York 17, N. Y.

STONES AND GRINDERS

FUCHS & Lang Mfg. Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.
 SENEFLDER Co., Inc., 32 Greene St., New York 13

STRIP MATERIAL CASTERS (See Composing Machines)**STRIPPING MACHINES (See Gumming, Gluing and Pasting Equipment)****SUCTION CUPS**

GOODRICH, B. F., Co., 500 S. Main St., Akron 18, Ohio
 ★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8, Ill.

**TABLES AND STANDS**

1 Bindery
 2 Case Filling, Electrotyping
 3 Cutting Stands, Gravure
 4 Cylinder Tables, Rotogravure
 5 Elevating Beating, Stereotyping
 6 Imposition
 7 Line-up and Register
 8 Make-up and Storage
 9 Offset-Litho, Layout
 10 Steam Tables, Stereotype
 11 Stereotype Forms
 12 Stripping
 13 Transfer for Vertical Press
 14 Viewing Stands, Gravure
 15 Work
 1 2 3 4 5 6 7 8 9 10 11
 12 13 14 15
 ALLIED Steel Eqpt. Co., Lapeer, Mich.
 ANGLE Steel Stool Co., 309 W. Oak St., Plainfield, Mich.
 APPLETON Wood Products Co., Inc., Douglas & Second Sts., Appleton, Wis.
 BEALL, Jack, Vertical Service, 705 S. Dearborn St., Chicago 3, Ill.
 BROWN Coating Eqpt. Co., Wellston, Ohio
 ★CHALLENGE Machinery Co., Grand Haven, Mich.
 CHEMCO Photoproducts Co., 230 W. 41st St., New York, N. Y.
 12 9
 ★CRAFTSMAN Line-up Table Corp., 49-59 River St., Waltham 54, Mass.
 7 9
 12
 ★DOUTHITT Corp., The, 680 E. Fort St., Detroit 26
 7 9
 12
 DUPLEX Printing Press Co., McCamly and Houston Sts., Battle Creek, Mich.
 6 11
 EQUIPTO Div. Aurora Eqpt. Co., Aurora, Ill.
 1 15
 GOSS Printing Press Co., 1535 S. Paulina, Chicago 8
 11
 GRAPHIC Arts Accessories, 308 Marquette Bldg., Detroit, Mich.
 13
 ★HAMILTON Mfg. Co., Two Rivers, Wis.
 1 6 8
 ★HOE R., & Co., Inc., 910 E. 138th St., New York 54
 2 5 11
 LANSTON Monotype Machine Co., 24th at Locust, Philadelphia 3, Pa.
 7 9
 12
 LITHO Eqpt. & Supply Co., 215 W. Ohio St., Chicago 10, Ill.
 7 9
 12
 ★LUDLOW Typograph Co., 2032 Clybourn Ave., Chicago 14, Ill.
 8
 ★MISSOURI-Central Type Foundry, 705 E. Murdock Ave., Wichita 5, Kan.
 6
 ★MORGANS & Wilcox Mfg. Co., 69 Hanford St., Middletown, N. Y.
 6
 PITMAN, Harold M., Co., 51st Ave. and 33rd St., Chicago 50, Ill.
 7 9
 12
 ROBERTSON, R. R., 400 W. Madison St., Chicago 6
 7 9
 12 14
 ★SOUTHWORTH Machine Co., 30 Warren Ave., Portland, Me.
 7 9

WHEN WRITING SUPPLY FIRMS KINDLY MENTION

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15
STANDARD Process Corp., 734 W. Lexington St., Chicago 7, Ill.

TAYLOR Machine Co., 7600 York Rd., Baltimore 7

THOMPSON Cabinet Co., Ludington, Mich.

*VANDERCOOK & Sons, 900 N. Kilpatrick Ave., Chicago 51, Ill.

WATERWORTH Eng. & Mfg. Co., 2329 Troy St., Dayton 3, Ohio

WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.

WESTINGHOUSE Electric Corp., P.O. Box 868, Pittsburgh, Pa.

ZARKIN Machine Co., 335 E. 27th St., New York 16

TABLES, COOLING (See Cooling Tables)

TABULAR SYSTEMS (See Composing Machines and Supplies)

TACKERS, HAMMER AND COM- PRESSION TYPE

BOSTITCH, Westerly, R. I.
FASTENER Corp., 860 Fletcher St., Chicago 14, Ill.
HELLER Co., The, 2135 Superior Ave., Cleveland 6
SPEED Products Co., Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

TAG MACHINERY

- 1 Eyeletting
- 2 Knotting, Looping, Stringing
- 3 Patching

1 2 3
ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.

BATES Mfg. Co., The, 18 Central Ave., Orange, N. J.

MAKATAG Mfg. Co., 46 West St., Reading, Mass.

*NEW Era Mfg. Co., Inc., 375 11th Ave., Paterson 4, N. J.

STIMPSON, Edwin B., Co., Inc., 70 Franklin Ave., Brooklyn 5, N. Y.

WAKEFIELD Machine Co., Inc., Wakefield, Mass.

YOUNG Engineering Co., 2741 N. Janssen Ave., Chicago 14, Ill.

TANKS

CHEMCO Photoproducts Co., 230 W. 41st St., New York, N. Y.

CROKE, Allan B., Co., 163 Oliver St., Boston 10, Mass.

*DOUTHITT Corp., The, 680 E. Fort St., Detroit 26

GOODRICH, B. F., Co., 400 S. Main St., Akron 18, Ohio

ROBERTSON, R. R., 400 W. Madison St., Chicago 6

WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.

TAPE, ADHESIVE (See Adhesive Tape)

TAPE COUPLERS

(See Couplers, Belt and Tape)

TAPE, FEEDER, DELIVERY AND FOLDER

(See Belts, Belting and Tape)

TAPE, GUMMED

(See Paper Section Directory)

TAPE, OVERLAY (See Adhesive Tape, Pressure Sensitive)

TEMPERATURE CONTROL AND INDICATORS, METAL

- 1 Electric Eye
- 2 Pyrometers
- 3 Thermometers
- 4 Thermostats

BRISTOL Co., The, Waterbury, Conn.

DUPLIX Printing Press Co., Battle Creek, Mich.

*EASTMAN Kodak Co., 343 State St., Rochester 4, N. Y.

FISHER Furnace Co., 5535 N. Wolcott Ave., Chicago 40, Ill.

GENERAL Electric Co., 1 River Rd., Schenectady 5, N. Y.

GOSS Printing Press Co., 1535 S. Paulina, Chicago 8

1' 2 3 4
*HOE, R., & Co., Inc., 910 E. 138th St., New York 54

KEMP, C. M., Mfg. Co., The, 405 E. Oliver St., Baltimore, Md.

LANSTON Monotype Machine Co., 24th & Locust Sts., Philadelphia 3, Pa.

LINOTYPE Parts Co., Weatherly, Pa.

*MERGENTHALER Linotype Co., 29 Ryerson St., Brooklyn 5, N. Y.

MONOMELT Co., Inc., 1611 Polk St. N. E., Minneapolis 13, Minn.

PARTLOW Corp., The, 2 Campion Rd., New Hartford, N. Y.

POWERS Regulator Co., 2720 Greenview Ave., Chicago 14, Ill.

ROBERTSHAW Thermostat Co., Youngwood, Pa.

TAGLIABUE, C. J., Mfg. Co., Park & Nostrand Aves., Brooklyn, N. Y.

TAYLOR Instrument Companies, Rochester 1, N. Y.

*UNITED American Metals Corp., Corner Calver & Diamond Sts., Brooklyn 22, N. Y.

UNITED Stereotype Supply Corp., Box 38, West Lynn, Mass.

WESTON Electric Instrument Corp., 614 Frelinghuysen Ave., Newark, N. J.

ZARKIN Machine Co., 335 E. 27th St., New York 16

TESTING INSTRUMENTS (See Gauges and Testing Instruments)

THERMOGRAPHIC (RAISED LETTER) MACHINES AND SUPPLIES

*AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B, N. J.

DEVERE Co., 2000 Clark St., Racine, Wis.

EMBOSOGRAF Corp. of America, 38 W. 21st St., New York 10, N. Y.

EMBOSOGRAF Process Co., Inc., 251 William St., New York, N. Y.

FLEXO Mfg. Co., Inc., 35 Howard St., New York, N. Y.

*NOLAN Machinery Corp., 1335 E. Dominick St., Rome, N. Y.

STOKES, A., Co., The, Hudson, Ohio

WOOD, Nathan & Virkus Co., Inc., 1637 Gould St., Racine, Wis.

THIN SPACES

*ACME Type Foundry, 633 Plymouth Court, Chicago 5, Ill.

*AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B, N. J.

MISSOURI-Central Type Foundry, 705 E. Murdock Ave., Wichita 5, Kan.

TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn 1, N. Y.

THINNING MACHINES FOR CURVED PLATES

GOSS Printing Press Co., 1535 S. Paulina, Chicago 8

*HOE, R., & Co., Inc., 910 E. 138th St., New York 54

THREAD, TWINE

(See Bookbinders' Supplies)

TIERING MACHINES

(See Elevators, Paper Handling)

TIE-UP SYSTEMS

JIFFY Tie Manufacturing Co., Box 2061, Miami, Fla.

RIEHL Galley Lock Co., Inc., 1312 Ontario St., Cleveland 13, Ohio

TIME CLOCKS AND RECORDERS

AMTHOR Testing Instrument Co., Inc., 45 VanSinderen Ave., Brooklyn 7, N. Y.

AUTOMATIC Time Stamp Co., 390 Atlantic Ave., Boston 10, Mass.

CINCINNATI Time Recorder Co., Inc., 1733 Central Ave., Cincinnati 14, Ohio

GENERAL Electric Co., 1 River Rd., Schenectady 5, N. Y.

INTERNATIONAL Business Machines Corp., 45 Crouch St., Rochester 1, N. Y.

PARTLOW Corp., The, 2 Campion Rd., New Hartford, N. Y.

PRODUCTION Instrument Co., 712 W. Jackson Blvd., Chicago, Ill.

ROBERTSON, R. R., 400 W. Madison St., Chicago 6

SIMPLEX Time Recorder Co., S. Lincoln St., Gardner, Mass.

STROMBERG Time Corp., 109 Lafayette St., New York 13, N. Y.

TIME SWITCHES

CUTLER-Hammer, Inc., 315 N. 12th St., Milwaukee 1

GENERAL Electric Co., 1 River Rd., Schenectady 5, N. Y.

PARTLOW Corp., The, 2 Campion Rd., New Hartford, N. Y.

STROMBERG Time Corp., 109 Lafayette St., New York 13, N. Y.

TIN EDGING MACHINES, HANGERS

GRAMMES, L. F., & Sons, Inc., 352 Union St., Allentown, Pa.

TIN EDGING AND MOUNTING MACHINES

GRAMMES, L. F., & Sons, Inc., Allentown, Pa.

STUEBING Automatic Machine Co., 3424 Beekman St., Cincinnati 23, Ohio

TIPPING MACHINES

BRACKETT Stripping Machine Co., 505 Jackson St., Topeka, Kan.

MARRESFORD Machine Co., 3880 Ridge Road West, Rochester 13, N. Y.

MOORE, Kenneth J., & Co., 1778 W. Estes Ave., Chicago 26, Ill.

PARRY, S. R., Machine Co., 222 Mill St., Rochester 4, N. Y.

POTDEVIN Machine Co., 1221 38th St., Brooklyn 18

TOOL CABINETS

(See Cabinets, Cases, Racks)

TOOLS

- 1 Bookbinders
- 2 Engravers Cutting
- 3 Machinists
- 4 Platemakers

1 2 3 4
BROWN & Sharpe Mfg. Co., Providence, R. I.

CHICAGO Wheel & Mfg. Co., 1103 W. Monroe St., Chicago, Ill.

CRONITE Co., 35 Park Pl., New York 35, N. Y.

GENERAL Binding Corp., 812 W. Belmont Ave., Chicago 14, Ill.

HICKOK, W. O., Mfg. Co., 9th and Cumberland, Harrisburg, Pa.

*HOE, R., & Co., Inc., 910 E. 138th St., New York 54

INTER-LINO Tool Co., The, 1504 N. Pufaski Rd., Chicago, Ill.

LUFKIN Rule Co., Saginaw, Mich.

*MC ADAMS, John, & Sons, Inc., 20 Knight St., Norwalk, Conn.

METZGER, Alfred E., 30 Irving Place, New York 3

MONOMELT Co., Inc., 1611 Polk St., N. E., Minneapolis 13, Minn.

REID, William, Co., 2271 Clybourn Ave., Chicago 14

*SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York, N. Y.

STA-HI Corp., 1020 Crocker St., Los Angeles 21, Cal.

*TI-PI Co., 1000 Broadway, Kansas City 6, Mo.

WESEL Mfg. Co., 411 Gilligan St., Scranton, Pa.

TRACING PAPER

*EASTMAN Kodak Co., Rochester 4, N. Y.

ROSCO Laboratories, 367 Hudson Ave., Brooklyn 1

ROTOGRAVURE Engineering Co., 299 Marginal St., East Boston 28, Mass.

TRADE MARKS, TYPE OR MATS

AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B, N. J.

IMPRINT Matrix Co., Moravian Falls, N. C.

*LUDLOW Typograph Co., 2032 Clybourn Ave., Chicago 14, Ill.

*MERGENTHALER Linotype Co., 29 Ryerson St., Brooklyn 5, N. Y.

ROSS-AD-SEAL, Inc., Lord & Davidson Sts., Indianapolis, Ind.

STERLING Type Foundry, Vermontville, Mich.

TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn 1, N. Y.

TRANSFER PAPER

DENNISON Mfg. Co., Framingham, Mass.

FUCHS & Lang, Gen. Prtg. Ink, Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.

METZGER, Alfred E., 30 Irving Place, New York 3

MID-STATES Gummed Paper Co., 2433 S. Damen Ave., Chicago, Ill.

ROSCO Laboratories, 367 Hudson Ave., Brooklyn 1

SENEFELDER Co., The, 32 Greene St., New York 13

*SINCLAIR & Valentine Co., 611 W. 129th St., New York 27, N. Y.

TRANSFER PRESSES

DENNISON Mfg. Co., 300 Howard St., Framingham, Mass.
 WAGNER, Chas., Litho Mch. Co., 51 Park Ave., Hoboken, N. J.

TRIMMING MACHINES, ELECTROTYPERS AND STEREOTYPERS

GOSS Printing Press Co., 1535 S. Paulina, Chicago 8
 ★HOE, R., & Co., Inc., 910 E. 138th St., New York 54

TRUCKS

- 1 Electric
- 2 Form
- 3 Form File
- 4 Form Lift
- 5 Gravure
- 6 Makeup
- 7 Metal
- 8 Paper Handling
- 9 Press Platform
- 10 Truck Wheels, Casters
- 11 Upright, for Bindery

★ABRAMS, M.L., Co., 1639 Superior Ave., Cleveland 14,

ALLIED Steel Equip. Co., Lapeer, Mich.

★AMERICAN Steel Chase Co., 3131 48th Ave., Long Island City 1, N. Y.

ANDERSON, C. F., & Co., 3225 S. Calumet Ave., Chicago 16, Ill.

ANGLE Steel Stool Co., 309 W. Oak St., Plainwell, Mich.

AUTOMATIC Transportation, 101 W. 87th St., Chicago 20, Ill.

BARRETT-Cravens Co., 3255 W. 30th St., Chicago 23

BERRY Machine Co., 716 N. First St., St. Louis, Mo.

CLINE Electric Mfg. Co., 400 W. Madison St., Chicago 6, Ill.

DUPLEX Printing Press Co., Battle Creek, Mich.

EASTON Car & Construction Co., Easton, Pa.

ECONOMY Engineering Co., 2653 W. Van Buren St., Chicago 12, Ill.

ELWELL-Parker Electric Co., 4120 St. Clair Ave., Cleveland 14, Ohio

EQUIPTO Div. Aurora Equipment Co., Aurora, Ill.

GOSS Printing Press Co., 1535 S. Paulina, Chicago 8

★HAMILTON Mfg. Co., Two Rivers, Wis.

HAMILTON Tool Co., 9th & Hanover, Hamilton, Ohio

LEWIS-Shepard Products, Inc., 239 Walnut St., Watertown 72, Mass.

MARKET Forge Co., 109 Garvey St., Everett 49, Mass.

MILWAUKEE Saw Trimmer Corp., 612 E. Clybourn St., Milwaukee 2, Wis.

MODERN Ept. Co., 2011 Cumming St., Omaha 2, Neb.

NAGEL-Ryan Mfg. Co., 4363 Woodward Ave., Royal Oak, Mich.

NORMAN, Wm. A., 185 N. Wabash Ave., Chicago 1

NUTTING Truck & Caster Co., Inc., 1125 W. Division St., Faribault, Minn.

★PRINTING Machinery Co., The, 436 Commercial Sq., Cincinnati 2, Ohio

REVOLVATOR Co., 86th St. & Bergen Tpke., North Bergen, N. J.

ROTOGRAVURE Engineering Co., 299 Marginal St., East Boston 28, Mass.

★ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14, Ill.

SERVICE Caster & Truck Co., 681 N. Brownwood Ave., Albion, Mich.

SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Cal.

★SOUTHWORTH Machine Co., 30 Warren Ave., Portland, Me.

STA-HI Corp., 1020 Crocker St., Los Angeles 21, Cal.

STANDARD Process Corp., 734 W. Lexington St., Chicago 7, Ill.

THOMPSON Cabinet Co., Ludington, Mich.

★UNITED American Metals Corp., 200 Diamond St., Brooklyn 22, N. Y.

WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.

YALE & Towne Mfg. Co., 4530 Tacony St., Philadelphia 24, Pa.

TUSCHE

FUCHS & Lang Mfg. Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.
 ★GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn 1, N. Y.
 ★INTERNATIONAL Printing Ink Corp., 350 Fifth Ave., New York 1, N. Y.
 ★SIEBOLD, J. H. & G. B., Inc., 47 Watts St., New York 13, N. Y.
 ★SINCLAIR & Valentine Co., 611 W. 129th St., New York 17, N. Y.

TWEEZERS

LINOTYPE Parts Co., Weatherly, Pa.
 LUDWIG-Duell Co., 30 Beekman St., New York 7
 PIONEER-Toledo Corp., 1212 Jackson St., Toledo 2
 TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn

TYING, PACKAGING MACHINERY (See Packaging & Tying Machines)

TYMPAN PACKING AND PAPER (See Cylinder—Drawsheets and Tympan. Also "Tympan" in Paper Section)

TYMPAN PAPER ROLL HOLDERS, WALL BRACKETS

NELSON Vertical Paper Cutter Co., 424 W. 22nd St., Norfolk 16, Va.
 ★ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14, Ill.

TYMPAN STABBER

★ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14, Ill.

TYPE

- 1 Army and Navy Insignia
- 2 Borders and Rules
- 3 Brass
- 4 Fonts, APL, Monotype and Thompson Cast
- 5 Foundry
- 6 Rubber
- 7 Slugs
- 8 Steel
- 9 Type Metal Strip
- 10 Wood

★ACME Detroit Type Foundry, 1959 E. Jefferson St., Detroit 7, Mich.

★ACME Type Foundry, 633 Plymouth Court, Chicago 5, Ill.

ACME Wood Type Mfg. Co., 270 Lafayette St., New York 12, N. Y.

ALTAIR Machinery Corp., 55 Vandam St., New York 13, N. Y.

★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 8, N. J.

AMERICAN Wood Type & Engraving Co., 270 Lafayette St., New York 12, N. Y.

★BALTIMORE Type & Composition Co., 15 S. Frederick St., Baltimore, Md.

BAUER Type Foundry, Inc., 235 E. 45th St., New York 17, N. Y.

BELMONT Smelting & Refining Wks., Inc., 330 Belmont Ave., Brooklyn 7, N. Y.

CALIFORNIA Type Foundry, 440 Battery St., San Francisco 11, Cal.

EMBOSOGRAF Corp., 38 W. 21st St., New York 10

EMPIRE Type Foundry, Delevan, N. Y.

GLOBE Wood Type Co., 2836 D St., Philadelphia 34

HAASE Type Foundry, 1849 N. Halsted St., Chicago 14

★HAMILTON Mfg. Co., Two Rivers, Wis.

JOHNSON, Joseph E., Co., 610 Atlantic Ave., Brooklyn 17, N. Y.

KELSEY Co., 45 Crown St., Meriden, Conn.

LUDWIG-Duell Co., 30 Beekman St., New York 7

MATTHEWS, Jas. H., & Co., 3951 Forbes St., Pittsburgh 13, Pa.

MELIND, Louis, 362 W. Chicago Ave., Chicago 10

★MISSOURI-Central Type Foundry, 705 E. Murdock Ave., Wichita 3, Kan.

MONO-Trade Co., 213 S. 6th St., Minneapolis 2, Minn.

NORTHWEST Type Foundry, 507 S. Fourth St., Minneapolis 15, Minn.

1 2 3 4 5 6 7 8 9 10
 O. K. Light Type Foundry, 910 W. Van Buren St., Chicago 7, Ill.

PERFECTION Type, Inc., 141 East 5th St., St. Paul 1

PRINTERS Supply Service, 719 S. Dearborn St., Chicago 5, Ill.

QUAKER City Type Foundry, 152 N. 11th St., Philadelphia 7, Pa.

RAYCO Type Founders, 604 W. Lake St., Chicago 6

RULEX Type Corp., 549 S. Wells St., Chicago 5, Ill.

SCHMIDT, Geo. T., Inc., 4108 N. Ravenswood Ave., Chicago 13, Ill.

STERLING Type Foundry, Vermontville, Mich.

STEWART, Don, Co., 441 Clay St., San Francisco 11

STRIPFOUNDERS, Inc., 4530 S. Federal St., Chicago 9

TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn 17, N. Y.

THOMPSON Type Founders, 1414 S. Harwood, Dallas 1, Tex.

TURNER Printing Machinery, Inc., 2630 Payne Ave., Brooklyn 22, N. Y.

TYPE CASES (See Cabinets, Cases, Racks)

TYPE HIGH GAUGE (See Gauges and Testing Instruments)

TYPE, SLUG CASTERS (See Composing Machines and Supplies)

TYPEWRITERS, JUSTIFYING

COXHEAD, Ralph, Co., 333 Sixth Ave., New York
 UNDERWOOD Corporation, Park Ave., New York 16, N. Y.

TYPEWRITER RIBBON ATTACHMENTS (See Presses, Specialty Printing)

TYPEWRITER, RIBBONS

FUCHS & Lang Mfg. Co., Div. General Printing Ink Corp., 100 Sixth Ave., New York 13, N. Y.
 LITHOMAT Corp., 58 Charles St., Cambridge, Mass.
 STAFFORD, S. S., Inc., 609 Washington St., New York 14, N. Y.
 UNDERWOOD Corporation, Park Ave., New York 16, N. Y.



VACUUM PRINTING FRAMES

★AMERICAN Type Founders Sales Corp., 200 Elmora Ave., Elizabeth 8, N. J.
 ATLAS Electric Devices Co., 361 W. Superior St., Chicago, Ill.
 BAUMGARDNER, H. K., Sales & Service Co., formerly American Rotaprint Corp., 1935 Euclid Ave., Cleveland 15, Ohio
 BROWN Coating Ept. Co., Wellston, Ohio
 CROKE, Allan B., Co., 163 Oliver St., Boston 10
 ★DOUTHITT Corporation, The, 680 E. Fort St., Detroit 26, Mich.
 ★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5
 LANSTON Monotype Machine Co., 24th at Locust, Philadelphia 3, Pa.
 LEVY, Max, & Co., Wayne Ave. & Berkley St., Philadelphia, Pa.
 LONG Engineering Research Co., 1000 Wheatshaf Rd., Linden, N. J.
 PITMAN, Harold M., Co., 51st Ave. and 33rd St., Chicago 50, Ill.
 ROBERTSON, R. R., 400 W. Madison St., Chicago
 ★RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.
 SULLBARGER, E. T. Co., 110 Fulton St., New York 7
 WESEL Mfg. Co., 411 Gilligan St., Scranton 1, Pa.
 ZARKIN Machine Co., Inc., 335 E. 27th St., New York

VARIABLE SPEED PULLEYS

★DAYTON Rubber Mfg. Co., 2342 W. Riverview Ave., Dayton, Ohio
 ★HORTON Co., 3016 University Ave., S. E., Minneapolis 14, Minn.
 NOLAN Machinery Corp., 1333 E. Dominick St., Rome, N. Y.
 REEVES Pulley Company, Dept. RV, Columbus, Ind.

WHEN WRITING PAPER MANUFACTURERS PLEASE MENTION

VARIABLE SPEED TRANSMISSIONS

GRAHAM Transmissions, Inc., 3754 N. Holton St., Milwaukee 12, Wis.
 LINK-Belt Company, 2045 W. Hunting Park Ave., Philadelphia 40, Pa.
 OILGEAR Co., 1403 W. Bruce St., Milwaukee 4, Wis.
 REEVES Pulley Co., Columbus, Ind.
 RELIANCE Electric & Engineering Co., 1101 Ivanhoe Road, Cleveland 10, Ohio
 U. S. Electrical Motors, Inc., 200 E. Slauson Ave., Los Angeles 54, Calif.

VARNISH (See Inks)**VARNISHING MACHINES**

(See Coating Machines)

VENTILATING SYSTEMS (See Air and Paper Conditioners, Anti-Offset Eqpt., and Heating, Ventilating Systems)**VIBRATION CONTROL METHODS**

FELTERS Co., The, 210 South St., Boston 11, Mass.
 GOODRICH, B. F., Rubber Co., 500 S. Main St., Akron 18, Ohio
 KORFUND Company, Inc., 48-15 32nd Place, Long Island City 1, N. Y.
 UNITED States Rubber Co., 1230 Sixth Ave., New York 20, N. Y.
 VIBRATION Eliminator Co., 10-28 47th Ave., Long Island City 1, N. Y.

**WASH, BLANKET**

(See Blanket, Wash, Offset-Litho.)

WASHUP MATERIALS AND METHODS, OFFSET-LITHO

ANCHOR Chemical Co., 829 Bergen St., Brooklyn 16
 CLEAN-A-Press Machine Co., 821 3rd St., Des Moines 1, Iowa
 DAVIDSON Mfg. Corp., 1020 W. Adams St., Chicago 7, Ill.
 FUCHS & Lang Mfg. Co., Div. Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y.
 GEGENHEIMER, Wm., 80 Roebing St., Brooklyn 1
 INTERNATIONAL Printing Ink Corp., 350 Fifth Ave., New York 1, N. Y.
 RYAN, E. G., & Co., 727 S. Dearborn St., Chicago 5, Ill.
 SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N. Y.

WASHUP, OFFSET-LITHOGRAPHIC

(See Roller, Inking, Washing Machines)

WASH, TYPE AND CUT

ADHESIVE Products Corp., 1660 Boone Ave., Bronx 60, N. Y.
 AMERICAN Steel Chase Co., 3131 Forty-Eighth Ave., Long Island City 1, N. Y.
 AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 8, N. J.
 ANCHOR Chemical Co., 829 Bergen St., Brooklyn 16
 BRADEN Supphn Ink Co., 3800 Chester Ave., Cleveland 14, Ohio
 CHALMERS Chemical Co., 123 Chestnut St., Newark 5, N. J.
 CHEMICAL Color & Supply Co., 547 S. Clark St., Chicago 5, Ill.
 DURYEA Products Co., Inc., Empire State Bldg., New York 1, N. Y.
 EAGLE Printing Ink, Gen. Prtg. Ink, Div. Sun Chemical Corp., Park Ave. & 146th St., New York 51, N. Y.
 GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn 1, N. Y.
 INCO Co., 1426 W. 3rd St., Cleveland 13, Ohio
 INDIANA Chemical & Mfg. Co., 517 So. Alabama St., Indianapolis 4, Ind.
 MESSEROLE, Edward D., Co., Inc., 245 7th Ave., New York, N. Y.
 METALS Refining Company, 1717 Summer St., Hammond, Ind.
 PECK, James I. (Reg.), 47 High St., West Orange, N. J.
 PERFECTION Products Co., 116 Earl St., Rochester 11, N. Y.
 PIERCE & Stevens, 710 Ohio St., Buffalo 3, N. Y.
 PURE Oil Co., 35 E. Wacker Drive, Chicago 1, Ill.
 RELIABLE Rule Co., 94 Academy St., Newark, N. J.
 SIEBOLD, J. H. & G. B., Inc., 47 Wans St., New York 13, N. Y.
 SMITH, Francis X., Co., 952 E. 93rd St., Brooklyn 12
 STANDARD Oil Co. of Ky., Louisville, Ky.
 TAYLOR-Glum Co., Concord, N. H.
 TROJAN Products Co., 53 W. Jackson Blvd., Chicago 2, Ill.

WEBBING (See Belts, Belting and Tape)**WELDER, ELECTRIC**

GENERAL Electric Co., 1 River Road, Schenectady 5, N. Y.
 WESTINGHOUSE Electric Corp., P.O. Box 868, Pittsburgh, Pa.

WIPERS, MOUTHPIECE AND SPACE BAND (See Composing Machines and Supplies)**WIPING CLOTHS**

CALLAWAY Mills, 295 Fifth Ave., New York 16
 SANITARY Wiping Cloth Co., 1800 Bayard St., Baltimore 30, Md.

WIRE

1 Spiral Binding
 2 Stapling and Stitching
 3 Threading & Looping (Tags)
 ACME Staple Co., 1643 Haddon Ave., Camden, N. J.
 AMERICAN Steel & Wire Co., Rockefeller Bldg., Cleveland 13, Ohio
 BOSTITCH, Westerly, R. I.
 CHICAGO Steel & Wire Company, 10257 Torrence Ave., Chicago 17, Ill.
 CHRISTENSEN Machine Co., 100 Fourth St., Racine, Wis.
 HELLER Co., The, 2135 Superior Ave., Cleveland 6
 JONES, James H., Co., 130 N. Clinton St., Chicago 6
 LAWSON, E. P., & Co., 426 W. 33rd St., New York 2
 NEW Era Mfg. Co., Inc., 375 11th Ave., Paterson 4, N. J.
 PABICH, W. R., Mfg. Co., 2855-57 N. Rockwell St., Chicago 18, Ill.
 PRENTISS, Geo. W., & Co., 439 Dwight St., Holyoke, Mass.
 SENECA Wire & Mfg. Co., Postoria, Ohio
 SLOVES Mechanical Binding Co., 121 Varick St., New York 13, N. Y.

WOOD, CUT BLOCKING AND TINT BLOCKS

1 Cut Blocking
 2 Die and Envelope-Cutting
 3 Tint Blocks
 AMERICAN Wood Type & Engraving Co., 270 Lafayette St., New York 12, N. Y.
 APPLETON Wood Products Co., Douglas & Second Sts., Appleton, Wis.
 HAMILTON Mfg. Co., Two Rivers, Wis.
 IRWIN Manufacturing Co., Garland 1, Pa.
 LUDWIG-Duell Co., 30 Beekman St., New York 7, N. Y.
 MARKEL Products Co., 100 Gold St., New York 7
 SANDBERG Mfg. Co., 1949 W. Fulton St., Chicago 12
 WELLS Mfg. Co., 1700 S. Main St., South Bend, Ind.

WRAPPING MACHINES

ANDERSON, C. F., & Co., 3225 Calumet Ave., Chicago 16, Ill.
 BARKLEY & Dexter, 528 Commonwealth Ave., Boston 15, Mass.
 MAXSON Automatic Mch. Co., 98 Granite St., Westerly, R. I.
 PACKAGE Machinery Co., 132 Birnie Ave., Springfield, Mass.

PRINTING MACHINERY DEALERS

ABRAMS, M. L., Co., 1639 Superior Ave., Cleveland 14
 ALLIED Printing & Binding Machinery Co., 3771 Chester Ave., Cleveland 14
 AMERICAN Type Founders, 200 Elmora, Elizabeth 8, N. J.
 BARAGER, M. E., 6523 20th Ave., N. E. Seattle, Wash.
 BRINTNALL, Harry W., Co., 430 Howard St., San Francisco
 CHICAGO Printers Machine Works, 609 W. Lake St., Chicago 6
 CONTINENTAL Printing Equipment Co., 633 Plymouth Court, Chicago 5
 CRAFTSMEN Machinery Co., 575 Atlantic Ave., Boston 10
 CRESCENT Printers Supply, 69 E. Long St., Columbus 15
 DODSON Printers Supply Co., 231 Pryor St., S. W. Atlanta 3
 DORSEY'S Printers Supply Co., Inc., 125 Pontotoc, Memphis, Tenn.
 ECONOMY Printers Products Co., 609 S. La Salle St., Chicago 5
 FALCO Corp., 47-01 35th St., Long Island City, N. Y.
 FARNSWORTH, John, Bourse Bldg., Philadelphia 6
 FULLER, E. C. Co., Inc., 28 Reade St., New York 7
 GANE Brothers and Lane, Inc., 1335 W. Lake St., Chicago 7
 GRIFFIN, Campbell, Hayes, Walsh, Inc., 30 E. 21st St., New York 10
 GRIFFITHS, John, Co., Inc., 11 W. 42nd St., New York 17

HALE, Frank D., 64 Tonnele Ave., Jersey City, N. J.
 HALL, Norman F., Co., 733 Santiago St., San Francisco
 HALL, Thomas W., Co., Inc., Sunnyside Ave., Stamford, Conn.
 HARTNETT, R. W., Co., 1025 Cherry St., Philadelphia 7
 HEINRICH, Harald H., Inc., 200 Varick St., New York 14, N. Y.
 HEUSLEIN, R. J., Co., 11 S. Meridian St., Indianapolis 4, Ind.
 JOHNSON, C. I., Mfg. Co., 145 S. Wabasha St., St. Paul 1
 KEMP, Wm. M., Co., 420 Market St., San Francisco 11
 LAVERY, Chas., 69 E. Long St., Columbus 15
 LAWSON, E. P., Co., Inc., 426 W. 33d St., New York 1
 MARSHALL Son & Wheelock, Inc., 82 Lincoln St., Boston 11
 MASON-Moore-Tracy, Inc., 28 E. Fourth St., New York 3
 MIDWEST Printers Supply, Inc., 139 E. Third St., Cincinnati 2
 MISSOURI-Central Type Foundry, 705 E. Murdock Ave., Wichita 5, Kan.
 NORTHERN Machine Works, Marshall & Jefferson Sts., Philadelphia
 NORTHWEST Type Foundry, 507 S. Fourth St., Minneapolis 15
 PAYNE & Craig Corp., 82 Beekman St., New York 7, N. Y.
 PELOUSE Printers Supply Co., 304 A B C Bldg., Richmond, Va.

PERFECTION Type, Inc., 141 E. Fifth St., St. Paul
 PRINTERS Exchange, 705 S. Wells St., Chicago 7
 PRINTERS Machinery Corp., 410 S. Clinton St., Chicago 7
 RATHBUN & Bird Co., Inc., 375 W. Broadway, New York 12, N. Y.
 RUESCH Company, 1932 E. Webster Place, Milwaukee 11
 RYAN, E. G., & Co., 727 S. Dearborn St., Chicago 5
 SHERIDAN, T. W. & C. B. Co., Inc., 135 Lafayette St., New York 13
 SHULMAN, Ben, 552 E. Main St., Rochester 4, N. Y.
 SPERO, J., & Co., 372 W. Ontario St., Chicago 10
 STANDARD Paper Box Machine Co., Inc., 133 Bleecker St., New York 12
 STEWART, Don, Co., 441 Clay St., San Francisco 11
 STOUT, Samuel C., Co., 343 S. Dearborn St., Chicago 4, Ill.
 THORNTON, Seth, & Son., 606 Broadway, Kansas City, Mo.
 TOMPKINS Printing Equipment Co., 720 S. Clark St., Chicago 5
 TOMPKINS Printing Equipment Co., 1040 W. Grand Blvd., Detroit 8
 TURNER Printing Machinery, Inc., 2630 Payne Ave., Cleveland 14, Ohio
 TYPE & Press of Illinois, 220 S. Jefferson St., Chicago 6
 VAN DILLEN, Inc., 74 Beekman St., New York 7
 WALKER, E. H., Supply Co., 140 Que St., N. E., Washington 2, D. C.
 WESTERN Printing Machinery Co., 430 S. Green St., Chicago 7
 WESTERN Newspaper Union, 621 S. 15th St., Omaha 1

INDEX TO PRINCIPAL PAPER LINES AND THE MANUFACTURERS

A

ANNOUNCEMENT

AMERICAN Writing Paper Corp., 9 Main St., Holyoke, Mass.
BECKETT Paper Co., Hamilton, Ohio
CHAMPION Paper & Fibre Co., Hamilton, Ohio
IMPORT Paper Co., 701 W. Washington Blvd., Chicago 6, Ill.
KENT Paper Co., Inc., The, 159 Varick St., New York, N. Y.
LEADER Card Works, Inc., 916 S. Sixth St., Milwaukee 4, Wis.
LINWEAVE, 21 Cypress St., Springfield 2, Mass.
OTTEN Brothers Co., 7356 Richmond, Detroit 11, Mich.
RIEGL Paper Corp., 342 Madison Ave., New York 17
RISING Paper Co., Park St., Housatonic, Mass.
STRATHMORE Paper Co., West Springfield, Mass.

B

BIBLE PAPER

ALLIED Paper Mills, 1608 Lake St., Kalamazoo 99 Mich.
BRYANT Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.
CRANE & Co., Inc., 30 South St., Dalton, Mass.
CROCKER, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.
ECUSTA Paper Corp., Pisgah Forest, N. C.
FITCHBURG Paper Co., 642 River St., Fitchburg, Mass.
TILESTON & Hollingsworth Co., 213 Congress St., Boston 7, Mass.
WARREN, S. D., Co., 89 Broad St., Boston 1, Mass.

BLANKS, PLAIN AND COATED

ALLIED Paper Mills, 1608 Lake St., Kalamazoo 99, Mich.
BEVERIDGE Paper Co., 705 W. Washington St., Indianapolis, Ind.
BROWNVILLE Board Co., Brownville, N. Y.
CHAMPION Paper & Fibre Co., Hamilton, Ohio
FALULAH Paper Co., Falulah Rd., Fitchburg, Mass.
FRANKLIN Paper Co., Third Level Canal, Holyoke, Mass.
LEWIS, J. P., Co., Beaver Falls, N. Y.
LINTON Bros. Co., 22 Rollstone St., Fitchburg, Mass.
LOWE Paper Co., River St., Ridgefield, N. J.
MEAD Sales Co., The, 230 Park Ave., New York 17
WHEELWRIGHT Papers, Inc., 230 Park Ave., New York 17, N. Y.

BLOTTING

1 No. 1 Grade
2 No. 2 Grade
3 No. 3 Grade
4 Embossed
5 Enameled
6 Fancy
7 Halftone
8 Offset Pasted
1 2 3 4 5 6 7 8
ALBEMARLE Paper Mfg. Co., Richmond, Va.
1 2 3 4 5 6 7 8
CANTINE, Martin, Co., Saugerties 1, N. Y.
1 2 3 4 5 6 7 8
DISTRICT of Columbia Paper Mills, Inc., Potomac & K Sts., N. W., Washington 7, D. C.
1 2 3 4 5 6 7 8
HARDING-Jones Paper Co., Middletown, Ohio.
1 2 3 4 5 6 7 8
MOHAWK Paper Mills, Inc., 465 S. Saratoga St., Cohoes, N. Y.
PARKER, Joseph, & Son Co., 1155 Whalley Ave., New Haven 13, Conn.
1 2 3 4 5 6 7 8
ROCHESTER Paper Co., Rochester, Mich.
1 2 3 4 5 6 7 8
STANDARD Paper Mfg. Co., Richmond, Va.
1 2 3 4 5 6 7 8
WRENN Paper Co., Middletown, Ohio
1 2 3 4 5 6 7 8

BOARD

1 Binders
2 Box and Carton
3 Chip
4 Corrugated
5 Mat
6 Mounting
7 Poster
8 Press
9 Straw
10 Tag
1 2 3 4 5 6 7 8 9 10
APPLETON Coated Paper Co., Appleton, Wis.
BEVERIDGE Paper Co., Indianapolis 4, Ind.
CHAMPION Paper and Fibre Co., Hamilton, Ohio
COLLINS, A. M., Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.
CONSOLIDATED Paper Co., Monroe, Mich.
1 2 3 4 5 6 7 8 9 10
CORKPAK Co., The, 45 South St., Mt. Vernon, N. Y.
FALULAH Paper Co., Falulah Rd., Fitchburg, Mass.
HAMILTON, W. C., & Sons, Miquon, Pa.
LINTON Bros. Co., 22 Rollstone St., Fitchburg, Mass.
LOW Paper Co., River St., Ridgefield, N. J.
1 2 3 4 5 6 7 8 9 10
MEAD Sales Co., The, 230 Park Ave., New York 17
1 2 3 4 5 6 7 8 9 10
MIAMI Valley Coated Paper Co., Oxford Rd., Franklin, Ohio
MILLER Paper Co., 80 Wooster St., New York 12
OHIO Boxboard Co., Rittman, Ohio
1 2 3 4 5 6 7 8 9 10
PORT Huron Sulphite & Paper Co., Port Huron, Mich.
RIEGL Paper Corp., 342 Madison Ave., New York 17
2 3 4 5 6 7 8 9 10
SORG Paper Co., Middletown, Ohio
1 2 3 4 5 6 7 8 9 10
WEST Virginia Pulp & Paper Co., 230 Park Ave., New York 17, N. Y.
WHEELWRIGHT Papers, Inc., 230 Park Ave., New York 17, N. Y.
5 6

BOND PAPER, COATED, ONE SIDE

APPLETON Coated Paper Co., Appleton, Wis.
CANTINE, Martin, Co., Saugerties, N. Y.
MIAMI Valley Coated Paper Co., Franklin, Ohio
MICHIGAN Paper Co., Plainwell, Mich.
STANDARD Paper Mfg. Co., Richmond, Va.

BOND AND LEDGER PAPERS

1 100% Rag Content
2 75% Rag Content
3 50% Rag Content
4 25% Rag Content
5 Manifold Onion Skin Tissue (Thin Paper)
6 Sulphite
7 Writings
1 2 3 4 5 6 7
AETNA Paper Co., Dayton, Ohio
AMERICAN Writing Paper Corp., 9 Main St., Holyoke, Mass.
1 2 3 4 5 6 7
BADGER Paper Mills, Inc., Peshtigo, Wis.
BARE, D. M., Paper Co., Roaring Springs, Pa.
BRIGHTWATER Paper Co., 115 Howland Ave., Adams, Mass.
1 2 3 4 5 6 7
BROWN, L. L., Paper Co., Adams, Mass.
1 2 3 4 5 6 7
CANTINE, Martin, Co., Saugerties 1, N. Y.
CAREW Mfg. Co., Hadley Falls, Mass.
1 2 3 4 5 6 7
CHAMPION Paper & Fibre Co., Hamilton, Ohio
CHEMICAL Paper Mfg. Co., Holyoke, Mass.
1 2 3 4 5 6 7
COLLINS Mfg. Co., N. Wilbraham, Mass.
1 2 3 4 5 6 7
CRANE & Co., Inc., 30 South St., Dalton, Mass.
CROCKER-McElwain Co., Holyoke, Mass.
1 2 3 4 5 6 7
DETROIT Sulphite & Paper Co., Detroit, Mich.
5

1 2 3 4 5 6 7
DEXTER, C. H., & Sons, Windsor Locks, Conn.
EASTERN Corporation, Bangor, Me.
ECUSTA Paper Corp., Pisgah Forest, N. C.
ESLEECK Mfg. Co., Turners Falls, Mass.
FOX River Paper Corp., 401 S. Appleton St., Appleton, Wis.
1 2 3 4 5
FRASER Industries, Inc., 420 Lexington Ave., New York 17, N. Y.
1 2 3 4 5 6 7
FRENCH Paper Co., Niles, Mich.
GILBERT Paper Co., Menasha, Wis.
1 2 3 4 5 6 7
GLATFELTER, P. H., Co., Spring Grove, Pa.
GROVETON Papers, Inc., Groveton, N. H.
HAMILTON, W. C., & Sons, Miquon, Montgomery County, Pa.
3 4
HAMMERMILL Paper Co., Erie, Pa.
HARDING-Jones Paper Co., Excello, Ohio
HAWTHORNE Paper Co., E. Michigan Ave., Kalamazoo, Mich.
1 2 3 4
HOWARD Paper Co., Urbana, Ohio
1 2 3 4 5 6 7
INTERNATIONAL Paper Co., 220 E. 42nd St., New York 17, N. Y.
KEITH Paper Co., Turners Falls, Mass.
1 2 3 4 5 6 7
LEE Paper Co., Vicksburg, Mich.
1 2 3 4 5 6 7
LINWEAVE, 21 Cypress St., Springfield, Mass.
MAXWELL Paper Co., Franklin, Ohio
MEAD Sales Co., Inc., 230 Park Ave., New York 17
MIAMI Valley Coated Paper Co., Oxford Rd., Franklin, Ohio
MICHIGAN Paper Co., Plainwell, Mich.
MILLERS Falls Paper Co., Millers Falls, Mass.
1 2 3 4 5
MOHAWK Paper Mills, Inc., 465 S. Saratoga St., Cohoes, N. Y.
6
MONADNOCK Paper Mills, 1054 Park Sq. Bldg., Boston, Mass.
MUNISING Paper Co., 135 S. La Salle St., Chicago 3
NEENAH Paper Co., Neenah, Wis.
1 2 3 4 5 6 7
NEKOOSA-Edwards Paper Co., Port Edwards, Wis.
NORTHWEST Paper Co., Cloquet, Minn.
PAPER Corporation of America, 350 Fifth Avenue, New York 1, N. Y.
PARKER-Young Co., 131 State St., Boston 9, Mass.
PARSONS Paper Co., Holyoke, Mass.
1 2 3 4 5 6 7
PATERSON Parchment Paper Co., Bristol, Pa.
PORT Huron Sulphite & Paper Co., Port Huron, Mich.
RISING Paper Co., Park St., Housatonic, Mass.
RIVERSIDE Paper Corp., Appleton, Wis.
SORG Paper Co., Middletown, Ohio
SOUTHWORTH Co., West Springfield, Mass.
1 2 3 4 5 6 7
STANDARD Paper Mfg. Co., Richmond, Va.
STRATHMORE Paper Co., West Springfield, Mass.
TILESTON & Hollingsworth Co., 213 Congress St., Boston 7, Mass.
VALLEY Paper Co., Holyoke, Mass.
1 2 3 4 5 6 7
WARD Paper Co., Merrill, Wis.
WAUSAU Paper Mills Co., 111 W. Washington St., Chicago, Ill.
WESTON, Byron Co., Main St., Dalton, Mass.
1 2 3 4

WHEN WRITING PAPER MANUFACTURERS PLEASE MENTION

1 2 3 4 5 6 7
WHITING, George A., Paper Co., Menasha, Wis.
WHITING Paper Co., Holyoke, Mass.
1 2 3 4 5 6 7
WHITING-Plover Paper Co., Stevens Point, Wis.
1 2 3 4 5
WORTHY Paper Co., West Springfield, Mass.
1 2 3 4 5
WYTEK Sales Co., Dayton, Ohio

BOOK, COATED

1 Book, Coated, Machine
2 Book, Coated, Offset
3 Colored
4 Dull Finish
5 Gloss Ink
6 No. 1 Grade
7 No. 2 Grade, Folding
8 No. 3 Grade
9 No. 4 Grade
10 Proofing, Coated one Side
1 2 3 4 5 6 7 8 9 10
ALLIED Paper Mills, 1608 Lake St., Kalamazoo 99 Mich.
1 2 3 4 5 6 7 8 9 10
APPLETON Coated Paper Co., Appleton, Wis.
1 2 3 4 5 6 7 8 9 10
BRYANT Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.
1 2 3 4 5 6 7 8 9 10
CANTINE, Martin, Co., Saugerties, N. Y.
1 2 3 4 5 6 7 8 9 10
CHAMPION Paper & Fibre Co., Hamilton, Ohio
1 2 3 4 5 6 7 8 9 10
COLLINS, A. M., Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.
3
CONSOLIDATED Water Power & Paper Co., Wisconsin Rapids, Wis.
1
CROCKER, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.
6 7 8 9 10
DILL & Collins, Inc., 230 Park Ave., New York 17
1 2 3 4 5 6 7 8 9 10
KALAMAZOO Paper Co., Kalamazoo, Mich.
6 7 8 9 10
KIMBERLY-Clark Corp., Neenah, Wis.
9
MEAD Sales Co., Inc., 230 Park Ave., New York 17
1 2 3 4 5 6 7 8 9 10
MIAMI Valley Coated Paper Co., Franklin, Ohio
1 2 3 4 5 6 7 8 9 10
MICHIGAN Paper Co., Plainwell, Mich.
6 7 8 9
MILLER Paper Co., 80 Wooster St., New York 12
1 2 3 4 5 6 7 8 9 10
OXFORD Paper Co., 230 Park Ave., New York 17
1 2 3 4 5 6 7 8 9 10
REX Paper Co., Kalamazoo, Mich.
2 3 4 5 6 7 8 9
SPRINGFIELD Coated Paper Co., 9th, Bailey & Erie Streets, Camden, N. J.
1 2 3 4 5 6 7 8 9 10
WARREN, S. D., Co., 89 Broad St., Boston 1, Mass.
1 2 3 4 5 6 7 8 9 10
WATERLIET Paper Co., Watervliet, Mich.
2 3 4 5 6 7 8 9 10
WEST Virginia Pulp & Paper Co., 230 Park Ave., New York 17, N. Y.
1 8

BOOK, UNCOATED

1 A Grade
2 B Grade
3 C Grade
4 D Grade
5 Antique
6 Coated
7 Eggshell
8 English Finish
9 Machine Finish
10 Mimeograph
11 Offset
12 Rotogravure
13 Super Calendered
14 Text, Deckle Edge
15 Text, Plain Edge
16 Vellum, Weddings
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16
ALLIED Paper Mills, 1608 Lake St., Kalamazoo 99, Mich.
1 2 3 4 5 6 7 8 9 10 11
1 13
AMERICAN Writing Paper Corp., 9 Main St., Holyoke, Mass.
1 7 10
14 15 16
BARE, D. M., Paper Co., Roaring Spring, Pa.
1 2 3 4 5 6 7 8 9 10 11
BECKETT Paper Co., Hamilton, Ohio
1 11
BERGSTROM Paper Co., Neenah, Wis.
1 11
BRYANT Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16
CHAMPION Paper & Fibre Co., Hamilton, Ohio
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16
CHEMICAL Paper Mfg. Co., Foot of Jackson St., Holyoke, Mass.
6
CHILLICOTHE Paper Co., Chillicothe, Ohio
1 2 3 4 5 6 7 8 9 10 11
13
CRANE & Co., Inc., 30 South St., Dalton, Mass.
14 15 16
CROCKER, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.
1 2 3 4 5 6 7 8 9 10 11
13 14 15
DILL & Collins, Inc., 230 Park Ave., New York 17
1 2 3 4 5 6 7 8 9 10 11
14 15
EASTERN Corporation, Bangor, Me.
16
EVERETT Pulp & Paper Co., Everett, Wash.
1 2 3 4 5 6 7 8 9 10 11
FITCHBURG Paper Co., 642 River St., Fitchburg, Mass.
1 2 3 4 5 6 7 8 9 10 11
13 16
FRENCH Paper Co., Niles, Mich.
12
GLATFELTER, P. H., Co., Spring Grove, Pa.
1 2 3 4 5 6 7 8 9 10 11
HAMILTON, W. C., & Sons, Miquon, Montgomery County, Pa.
10 11
14 15 16
HAMMERMILL Paper Co., Erie, Pa.
12
HAWTHORNE Paper Co., E. Michigan Ave., Kalamazoo, Mich.
14 15 16
HOPPER Paper Co., Taylorville, Ill.
11
HOWARD Paper Co., Urbana, Ohio
12
INTERNATIONAL Paper Co., 220 E. 42d St., New York 17, N. Y.
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15
JESSUP & Moore Paper Co., 16 S. Broad St., Philadelphia 2, Pa.
1 2 3 4 5 6 7
12
KALAMAZOO Paper Co., Kalamazoo, Mich.
11
KEITH Paper Co., Turners Falls, Mass.
14 15 16
LINWEAVE, 21 Cypress St., Springfield 2, Mass.
14 15 16
MAXWELL Paper Company, Franklin, Ohio
11
12
MEAD Sales Co., Inc., 230 Park Ave., New York 17
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15
MIAMI Valley Coated Paper Co., Franklin, Ohio
6
MICHIGAN Paper Company, Plainwell, Mich.
1 2 3 4 5 6 7 8 9
13
MINNESOTA & Ontario Paper Co., 203 W. Wacker Drive, Chicago 6, Ill.
2 3 5 9
NEW YORK & Pennsylvania Co., Lock Haven, Pa.
1 2 3 4 5 6 7 8 9 10 11
13
NORTHWEST Paper Company, Cloquet, Minn.
1 2 3 4 5 6 7 8 9 10 11
13
OXFORD Paper Co., 230 Park Ave., New York, 17
1 2 3 4 5 6 7 8 9 10 11
12 13
PAPER Corporation of America, 350 Fifth Avenue, New York 1, N. Y.
2 5 8 9 10 11
PENINSULAR Paper Co., Ypsilanti, Mich.
6 11
14 15
REX Paper Company, Kalamazoo, Mich.
11
RISING Paper Company, Housatonic, Mass.
11
16
SORG Paper Company, Middletown, Ohio
1 2 3 4 5 6 7 8 9 10 11
13
STANDARD Paper Mfg. Co., Richmond, Va.
6 11
12
STRATHMORE Paper Company, West Springfield, Mass.
11
14 15 16
TILESTON & Hollingsworth Co., 213 Congress St., Boston 7, Mass.
2 3 4 11
14 15
WARREN, S. D., Co., 89 Broad St., Boston 1, Mass.
1 2 3 4 5 6 7 8 9 10 11
13
WATERLIET Paper Co., Watervliet, Mich.
11
WAUSAU Paper Mills, 111 W. Washington St., Chicago, Ill.
11

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16
WEST VIRGINIA Pulp & Paper Co., 230 Park Ave., New York 17, N. Y.
1 2 3 4 5 6 7 8 9 10 11
12 13
WHITING, George A., Paper Co., Menasha, Wis.
11
WHITING Paper Company, Holyoke, Mass.
12 14 15 16
WORTHY Paper Company, West Springfield, Mass.
14

BRISTOLS

1 Coated Bristols and Post Card
2 Index, 100% Rag Content
3 Index, 50% Rag Content
4 Index, 25% Rag Content
5 Index, Sulphite and Bleached Sulphate
6 Wedding
7 Railroad
8 Tough Check
1 2 3 4 5 6 7 8
ALLIED Paper Mills, 1608 Lake St., Kalamazoo 99, Mich.
1 5
AMERICAN Writing Paper Corp., 9 Main St., Holyoke, Mass.
6
APPLETON Coated Paper Co., Appleton, Wis.
1 2 3 4 5
BEVERIDGE Paper Co., 717 W. Washington, Indianapolis 4, Ind.
7 8
BROWN, L. L., Paper Co., Adams, Mass.
2 3
CANTINE, Martin, Co., Saugerties 1, N. Y.
5
CENTRAL Paper Co., Inc., 2404 Lake Shore Drive, Muskegon, Mich.
5
CHAMPION Paper & Fibre Co., Hamilton, Ohio
1 5
CHEMICAL Paper Mfg. Co., Foot of Jackson St., Holyoke, Mass.
5
COLLINS, A. M., Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.
1
COLLINS Mfg. Co., North Wilbraham, Mass.
2 3 4
CRANE & Co., Inc., 30 South St., Dalton, Mass.
6
CROCKER-McElwain Co., Holyoke, Mass.
3 4
DETROIT Sulphite Pulp & Paper Co., 9125 W. Jefferson Ave., Detroit 17, Mich.
5
DILL & Collins, Inc., 230 Park Ave., New York 17
FRANKLIN Paper Co., Third Level Canal, Holyoke, Mass.
5
GILBERT Paper Co., Menasha, Wis.
2 3 4
HAMMERMILL Paper Co., Erie, Pa.
5
HAWTHORNE Paper Co., E. Michigan Ave., Kalamazoo, Mich.
3 6
HOLLINGSWORTH & Vose Co., 112 Washington St., East Walpole 1, Mass.
5
HOPPER Paper Co., Taylorville, Ill.
5
INTERNATIONAL Paper Co., 220 East 42nd St., New York 17, N. Y.
3
LINTON Bros. Co., 22 Rollstone St., Fitchburg, Mass.
1 4 5
LINWEAVE, 21 Cypress St., Springfield 2, Mass.
6
MARVELLUM Co., Appleton St., Holyoke, Mass.
1
MEAD Sales Co., 230 Park Ave., New York 17, N. Y.
1
MIAMI Valley Coated Paper Co., Oxford Rd., Franklin, Ohio
5
MOHAWK Paper Mills, Inc., 463 S. Saratoga St., Cohoes, N. Y.
5
NEENAH Paper Co., Neenah, Wis.
4
NORTHWEST Paper Co., Cloquet, Minn.
5
PARSONS Paper Co., Holyoke, Mass.
2 3 4
PENINSULAR Paper Co., Ypsilanti, Mich.
5
PERFECT Safety Paper Co., 102 Winter St., Holyoke, Mass.
5
PORT Huron Sulphite & Paper Co., Port Huron, Mich.
5
RIEGEL Paper Corp., 342 Madison Ave., New York 17
5
RISING Paper Co., Park St., Housatonic, Mass.
2
SORG Paper Co., Middletown, Ohio
5
STANDARD Paper Mfg. Co., Richmond, Va.
5
STRATHMORE Paper Co., West Springfield, Mass.
5 6

1 2 3 4 5 6
TILESTON & Hollingsworth Co., 213 Congress St., Boston 7, Mass.
 VALLEY Paper Co., Holyoke, Mass.
 WARREN, S. D., Co., 89 Broad St., Boston 1, Mass.
 WATERVLIET Paper Co., Watervliet, Mich.
 WEST VIRGINIA Pulp & Paper Co., 230 Park Ave., New York 17, N. Y.
 WESTON, Byron, Co., Maia St., Dalton, Mass.
 WHEELWRIGHT Papers, Inc., 230 Park Ave., New York 17, N. Y.
 WHITING Paper Co., Holyoke, Mass.



CARBON PAPER

AMERICAN Register Co., 565 W. Washington St., Chicago 6, Ill.
 CARB-N-SET Business Forms, 816 Ferguson Ave., Dayton 7, Ohio
 FRYE Mfg. Co., 301 University Ave., Des Moines 4 Iowa
 GENERAL Manifold & Printing Co., Franklin, Pa.
 HANO Philip Co., Inc., 85 Sargent St., Holyoke, Mass.
 KEE Lox Mfg. Co., Rochester, N. Y.
 MITTAG & Volger, Inc., Park Ridge, N. J.
 PEERLESS Key-Imperial Mfg. Co., 401 Mulberry St., Newark, N. J.
 PORT Huron Sulphite & Paper Co., Port Huron, Mich.
 REMINGTON Rand, Inc., 205 E. 42nd St., New York
 STAFFORD, S. S., 609 Washington St., New York
 STORMS, H. M., Co., 561 Grand St., Brooklyn, N. Y.
 UNDERWOOD Elliott Fisher Co., 1 Park Ave., New York 16, N. Y.

CELLOPHANE

1 Bags
 2 Cord
 3 Envelopes
 4 Ribbon
 5 Twine
 1 2 3 4 5
 DOBECKMUN Co., 3301 Monroe Ave., Cleveland, Ohio
 1 2 3 4 5
 UNITED States Envelope Co., 21 Cypress St., Springfield 2, Mass.

CLOTH-LINED PAPER

GUMMED Products Co., The, S. Union & West Sts., Troy, Ohio
 HOLLISTON Mills, Inc., The, Lenox St., Norwood, Mass.
 McLAURIN-Jones Co., 744 Phillip Ave., Brookfield, Mass.
 MID-States Gummed Paper Co., 2515 S. Damen Ave., Chicago 8, Ill.
 UNITED Mfg. Co., 168 Birnie Ave., Springfield, Mass.

COVER PAPERS

1 Acetate Film Surface
 2 Coated
 3 Decorative
 4 Duplex
 5 Embossed Finish
 6 Pyroxylin Coated
 7 Rag Content
 8 Sulphite
 9 Velour One Side
 1 2 3 4 5 6 7 8 9
 ALBEMARLE Paper Mfg. Co., Richmond, Va.
 ALLIED Paper Mills, 1608 Lake St., Kalamazoo 99, Mich.
 AMERICAN Writing Paper Corp., 9 Main St., Holyoke, Mass.
 APPLETON Coated Paper Co., Appleton, Wis.
 BECKETT Paper Co., Hamilton, Ohio
 BEVERIDGE Paper Co., Indianapolis, Ind.
 BRYANT Paper Co., Kalamazoo, Mich.
 CANTINE, Martin, Co., Saugerties 1, N. Y.
 CAREW Mfg. Co., Hadley Falls, Mass.
 CELLUSUEDE Products, Inc., 2107 Kishwaukee St., Rockford, Ill.

1 2 3 4 5 6 7 8 9
 CENTRAL Paper Co., Inc., 2404 Lake Shore Drive, Muskegon, Mich.
 CHAMPION Paper & Fibre Co., Hamilton, Ohio
 2 3 4 5
 CHEMICAL Paper Mfg. Co., Foot of Jackson St., Holyoke, Mass.
 COLLINS, A. M., Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.
 DENNISON Mfg. Co., Framingham, Mass.
 DETROIT Sulphite Pulp & Paper Co., 9125 W. Jefferson Ave., Detroit 17, Mich.
 DILL & Collins Inc., 230 Park Ave., New York 17
 DISTRICT of Columbia Paper Mills, Inc., Potomac & K Sts., N. W., Washington 7, D. C.
 DOBECKMUN Co., 3301 Monroe Ave., Cleveland 13
 EASTERN Corp., Bangor, Me.
 EASTMAN Kodak Co., 343 State St., Rochester 4, N. Y.
 GILBERT Paper Co., Menasha, Wis.
 HAMILTON, W. C., & Sons, Miquon, Montgomery County, Pa.
 HAMMERMILL Paper Co., Erie, Pa.
 HAMPDEN Glazed Paper & Card Co., Holyoke, Mass.
 HOLYOKE Card & Paper Co., Fiske Ave., Springfield 7, Mass.
 HURLBURT Paper Co., South Lee, Mass.
 KNOWLTON Brothers, 213 Factory St., Watertown, N. Y.
 LEE Paper Co., Vicksburg, Mich.
 LINTON Bros. Co., 22 Rollstone St., Fitchburg, Mass.
 LINWEAVE, 21 Cypress St., Springfield 2, Mass.
 MARVELLUM Co., Appleton St., Holyoke, Mass.
 McLAURIN Jones Co., 744 Phillip Ave., Brookfield, Mass.
 MEAD Sales Co., 230 Park Ave., New York 17, N. Y.
 MIAMI Valley Coated Paper Co., Oxford Rd., Franklin, Ohio
 MILLER Paper Co., 80 Wooster St., New York 12
 MOHAWK Paper Mills, Inc., 465 S. Saratoga St., Cohoes, N. Y.
 NEW York & Pennsylvania Co., Lock Haven, Pa.
 OXFORD Paper Co., 230 Park Ave., New York 17
 PAPER Corp. of America, 350 Fifth Ave., New York 1, N. Y.
 PENINSULAR Paper Co., Ypsilanti, Mich.
 PLASTIC Coating Corp., Holyoke, Mass.
 PORT Huron Sulphite & Paper Co., Port Huron, Mich.
 REX Paper Co., Kalamazoo, Mich.
 RIEGEL Paper Corp., 342 Madison Ave., New York 17
 SORG Paper Co., Middletown, Ohio
 SPRINGFIELD Coated Paper Corp., Camden, N. J.
 STANDARD Paper Mfg. Co., Richmond, Va.
 STRATHMORE Paper Co., West Springfield, Mass.
 TILESTON & Hollingsworth Co., 213 Congress St., Boston 7, Mass.
 UNITED Mfg. Co., 168 Birnie Ave., Springfield 7, Mass.
 WARREN, S. D., Co., 89 Broad St., Boston 1, Mass.
 WATERVLIET Paper Co., Watervliet, Mich.
 WHEELWRIGHT Papers, Inc., 230 Park Ave., New York 17, N. Y.
 WHITING, George A., Paper Co., Menasha, Wis.
 WORTHY Paper Co., West Springfield, Mass.



DECALCOMANIA

DENNISON Mfg. Co., 300 Howard St., Framingham, Mass.
 MID-States Gummed Paper Co., 2515 S. Damen Ave., Chicago 8, Ill.
 NASHUA Gummed & Coated Papers, 44 Franklin St., Nashua, N. H.
 PAPER Manufacturers Co., Fifth & Willow Sts., Philadelphia 23, Pa.

DIE WIPERS

CENTRAL Paper Co., Inc., 2404 Lake Shore Drive, Muskegon, Mich.
 PAPER Manufacturers Co., Fifth & Willow Sts., Philadelphia 23, Pa.

DUPLICATOR

1 Master Copy
 2 Rag Content
 3 Sulphite
 1 2 3
 AMERICAN Writing Paper Corp., 9 Main St., Holyoke, Mass.
 APPLETON Coated Paper Co., Appleton, Wis.
 BADGER Paper Mills, Inc., Peshtigo, Wis.
 BRYANT Paper Co., 2030 Potomac St., Kalamazoo 29F, Mich.
 DITTO, Inc., 2243 W. Harrison St., Chicago 12, Ill.
 EASTERN Corporation, Bangor, Me.
 GLATFELTER, P. H., Co., Spring Grove, Pa.
 HAMMERMILL Paper Co., Erie, Pa.
 INTERNATIONAL Paper Co., 220 East 42nd St., New York 17, N. Y.
 MEAD Sales Co., 230 Park Ave., New York 17, N. Y.
 MIAMI Valley Coated Paper Co., Franklin, Ohio
 MOHAWK Paper Mills, Inc., 465 S. Saratoga St., Cohoes, N. Y.
 MUNISING Paper Co., 135 S. LaSalle St., Chicago 3
 NEKOOSA-Edwards Paper Co., Port Edwards, Wis.
 PAPER Corp. of America, 350 Fifth Ave., New York 1, N. Y.
 STANDARD Duplicating Machines Corp., 1935 Revere Parkway, Everett 39, Mass.
 WESTON, Byron, Co., Main St., Dalton, Mass.



ENVELOPE MANUFACTURERS

AMERICAN Envelope Co., Inc., West Carrollton, Ohio
 AMES Safety Envelope Co., Somerville, Mass.
 BOURKE-Rice Envelope Co., 520 S. Clinton St., Chicago, Ill.
 CUPPLES-Hesse Corp., 4175 Kingshighway Blvd., St. Louis, Mo.
 CURTIS 1000, Inc., St. Paul, Minn.
 DAYTON Envelope Co., Dayton, Ohio
 GAW-O'Hara Envelope Co., 500 N. Sacramento Blvd., Chicago, Ill.
 HAMMERMILL Paper Co., Erie, Pa.
 KARLTON Envelope Co., 1321 W. Harrison St., Chicago, Ill.
 NORTHERN States Envelope Co., Inc., 300 E. Fourth St., St. Paul 1, Minn.
 OLD Colony Envelope Co., Westfield, Mass.
 OUTLOOK Envelope Co., 1001 W. Washington Blvd., Chicago, Ill.
 UNITED States Envelope Co., 21 Cypress St., Springfield, Mass.
 WESTERN States Envelope Co., 1616 W. Pierce St., Milwaukee 4, Wis.
 WHITING Paper Co., Holyoke, Mass.



FIRE ALARM PAPER ROLLS

PAPER Manufacturers Co., Fifth & Willow Sts., Philadelphia 23, Pa.

FLAMEPROOF

CENTRAL Paper Co., Inc., 2404 Lake Shore Drive, Muskegon, Mich.



GLASSINE, PAPER (PLAIN AND EMBOSSED)

DANIELS Mfg. Co., Rhinelander, Wis.
 DEERFIELD Glassine Co., Monroe Bridge, Mass.
 GLASSINE Paper Co., Conshohocken, Pa.
 RIEGEL Paper Corp., 342 Madison Ave., New York 17
 WESTFIELD River Paper Co., Inc., Russell, Mass.

WHEN WRITING PAPER MANUFACTURERS PLEASE MENTION

GREETING CARD

(See Under Book, Uncoated)

GUMMED CLOTH TAPE, GUMMED HOLLANDS, GUMMED LABEL

BROWN-Bridge Mills, Inc., Troy, Ohio
 CHICAGO Gum Tape Co., 855 W. Adams St., Chicago 7, Ill.
 DENNISON Mfg. Co., 300 Poward St., Framingham, Mass.
 GUMMED Products Co., S. Union St., Troy, Ohio
 GUMMED Tape & Devices Co., 1318-20 60th St., Brooklyn 19, N. Y.
 McLAURIN Jones Co., 744 Phillip Ave., Brookfield, Mass.
 MID-States Gummed Paper Co., 2515 S. Damen Ave., Chicago 8, Ill.
 NASHUA Gummed & Coated Papers, 44 Franklin St., Nashua, N. H.
 PAPER Manufacturers Co., Fifth & Willow Sts., Philadelphia 23, Pa.

GUMMED OFFSET

BROWN-Bridge Mills, Inc., Troy, Ohio
 DENNISON Mfg. Co., Framingham, Mass.
 McLAURIN-Jones Co., 744 Phillip Ave., Brookfield, Mass.
 MID-States Gummed Paper Co., 2515 S. Damen Ave., Chicago 8, Ill.
 PAPER Manufacturers Co., 5th & Willow Sts., Philadelphia 23, Pa.

H**HEAT SEAL LABEL**

PAPER Manufacturers Co., 5th & Willow Sts., Philadelphia 23, Pa.

L**LEDGERS (See Bonds and Ledgers)****M****MANIFOLDS AND ONION SKINS (THIN PAPER (See Bonds and Ledgers))****MANILLA (See Book, Uncoated)****METALLIC (FOIL)**

ALUMINUM Co. of America, Pittsburgh, Pa.
 DISTRICT of Columbia Paper Mills, Inc., Potomac & K Sts., N. W., Washington 7, D. C.
 HAMPDEN Glazed Paper & Card Co., Holyoke, Mass.
 JOHNSTON Tin Foil & Metal Co., The, St. Louis, Mo.
 MARVELLUM Co., The, Holyoke, Mass.
 MILLER Paper Co., 80 Wooster St., New York 12
 NASHUA Gummed & Coated Paper Co., 44 Franklin St., Nashua, N. H.
 REYNOLDS Metals Co., Richmond, Va.
 WYOMISSING Glazed Paper Co., Reading, Pa.

MIMEOGRAPH (See Bond and Ledgers)**N****NEWSPRINT**

INTERNATIONAL Paper Co., 220 E. 42nd St., New York 17, N. Y.
 PRICE Bros. & Co., Price House, Quebec, Canada
 WRIGHT Co., 444 Madison Ave., New York, N. Y.

O**OPAQUE**

AETNA Paper Co., Dayton, Ohio
 BECKETT Paper Co., Hamilton, Ohio
 BRYANT Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.
 CHILLICOTHE Paper Co., Chillicothe, Ohio
 EASTERN Corporation, Bangor, Me.
 HAMILTON, W. C., & Sons, Miquon, Pa.
 HAMMERMILL Paper Co., Erie, Pa.
 HAWTHORNE Paper Co., E. Michigan Ave., Kalamazoo, Mich.
 INTERNATIONAL Paper Co., 220 East 42nd St., New York 17, N. Y.
 MOHAWK Paper Mills, Inc., 465 S. Saratoga St., Cohoes, N. Y.
 STANDARD Paper Mfg. Co., Richmond, Va.

OPAQUE BONDS

CROCKER-McElwain Co., Holyoke, Mass.
 FOX River Paper Corp., 401 S. Appleton St., Appleton, Wis.
 FRASER Industries, Inc., 420 Lexington Ave., New York 17, N. Y.
 GILBERT Paper Co., Menasha, Wis.
 HAMILTON, W. C., & Sons, Miquon, Pa.
 HAWTHORNE Paper Co., E. Michigan Ave., Kalamazoo, Mich.
 MILLERS Falls Paper Co., Mill Rd., Millers Falls, Mass.
 NEENAH Paper Company, Neenah, Wis.
 NEKOOSA-Edwards Paper Co., Port Edwards, Wis.
 PAPER Corporation of America, 350 Fifth Avenue, New York 1, N. Y.
 PORT Huron Sulphite & Paper Co., Port Huron, Mich.
 RISING Paper Company, Park St., Housatonic, Mass.
 STRATHMORE Paper Co., West Springfield, Mass.
 VALLEY Paper Co., Holyoke, Mass.
 WHITING-Plover Paper Co., Stevens Point, Wis.

P**PARCHMENT**

PATERSON Parchment Paper Co., Bristol, Pa.
 STRATHMORE Paper Co., West Springfield, Mass.
 WEST Carrollton Parchment Co., West Carrollton, Ohio

PARCHMENT, ARTIFICIAL (DIPLOMA)

CRANE & Co., Palton, Mass.
 STRATHMORE Paper Co., West Springfield, Mass.

PHOTO MOUNT (See Board)**POST CARD (See Bristols)****PROOFING (See Coated Book)****R****ROTOGRAVURE (See Book, Uncoated)****S****SAFETY (CHECK, BANK NOTE)**

CAREW Mfg. Co., South Hadley Falls, Mass.
 CRANE & Co., Dalton, Mass.
 GILBERT Paper Co., Menasha, Wis.
 GURNEY Security Paper Co., 66 Front St., Brooklyn 1
 HAMMERMILL Paper Co., Erie, Pa.
 LAMONTE, George, & Son, Nutley 10, N. J.
 NEKOOSA-Edwards Paper Co., Port Edwards, Wis.
 PERFECT Safety Paper Co., 102 Winter St., Holyoke, Mass.

T**TAG BOARD (See Board)****TYMPAN (DRAWSHEET)**

CENTRAL Paper Co., Inc., 2404 Lake Shore Drive, Muskegon, Mich.
 CORPKAK Co., 45 South St., Mt. Vernon, N. Y.
 CORMWELL Paper Co., 4801 S. Whipple St., Chicago 32, Ill.
 DETROIT Sulphite Pulp & Paper Co., 9125 W. Jefferson Ave., Detroit 17, Mich.
 HOLLINGSWORTH & Vose Co., 112 Washington St., East Walpole 1, Mass.
 HOLLINGSWORTH & Whitney Co., 60 Battery March St., Boston 2, Mass.
 RIEGEL Paper Corp., 342 Madison Ave., New York 17

U**UNION WATERMARKED**

CONSOLIDATED Water Power & Paper Co., Wisconsin Rapids, Wis.
 HOPPER Paper Co., Taylorville, Ill.
 INTERNATIONAL Paper Co., 220 East 42nd St., New York 17, N. Y.
 MOHAWK Paper Mills, Inc., 465 S. Saratoga St., Cohoes, N. Y.

V**VELLUM, WEDDINGS (See Book, Uncoated)****W****WRITINGS (See Bond and Ledger)**

INDEX TO POPULAR BRAND NAMES

A

ACADEMY (Bond)—Valley Paper Co., Holyoke, Mass.
 ACCEPTANCE (Bond, Ledger, Bristol)—American Writing Paper Co., Holyoke, Mass.
 ACCOUNTANTS (Ledger)—Liaton Bros. Co., Fitchburg, Mass.
 ACTION (Bond, Ledger)—Crocker-McElwain Co., Holyoke, Mass.
 ADENA (Book)—Chillicothe Paper Co., Chillicothe, Ohio
 ADIRONDACK (Bond, Ledger)—International Paper Co., 220 E. 42nd St., New York 17, N. Y.
 ADVANCE (Bond, Ledger)—L. L. Brown Paper Co., Adams, Mass.
 ADVERTISERS (Bond)—Watervliet Paper Co., Watervliet, Mich.
 ADVOCATE (Bond, Ledger)—Brightwater Paper Co., Adams, Mass.
 AGAWAN (Bond, Bristol, Onion Skin)—American Writing Paper Corp., Holyoke, Mass.
 AIRWEIGHT (Onion Skin)—Ward Paper Co., Merrill, Wis.
 ALBEMARLE (Blotting, Cover)—Albemarle Paper Co., Richmond, Va.
 ALBION (Book)—American Writing Paper Corp., Holyoke, Mass.

★ALEXANDRA (Bond)—Strathmore Paper Co., West Springfield, Mass.
 ★ALEXIS (Drawing Paper)—Strathmore Paper Co., West Springfield, Mass.
 ALL AMERICAN (Bond)—Harding-Jones Paper Co., Middletown, Ohio
 AMERICAN (Book, Cover, Text)—American Writing Paper Corp., Holyoke, Mass.
 ANCHOR (Safety)—George LaMonte & Son., Holyoke, Mass.
 ANDORA (Cover, Text)—W. C. Hamilton & Sons, Miquon, Montgomery County, Pa.
 ANGLO SAXON (Bond)—Carew Mfg. Co., Hadley Falls, Mass.
 ANGORA (Wedding)—Whiting Paper Co., Holyoke, Mass.
 ★ANNIVERSARY (Bond, Ledger)—Fox River Paper Corp., Appleton, Wis.
 APPLETON (Book, Litho)—Appleton Coated Paper Co., Appleton, Wis.
 APPRAISAL (Ledger)—Carew Mfg. Co., Hadley Falls, Mass.
 ★AQUASET (Book)—Oxford Paper Co., 230 Park Ave., New York 17, N. Y.
 AQUASTRONG (Book)—Crocker, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.
 ARDOR (Bond, Ledger, Duplicator, Mimeograph)—Nekoosa-Edwards Paper Co., Port Edwards, Wis.

★ARIEL (Bond, Cover)—Champion Paper & Fibre Co., Hamilton, Ohio
 ART (Book)—Crocker, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.
 ARTESIAN (Bond, Ledger)—Whiting-Plover Paper Co., Stevens Point, Wis.
 ASHBY (Book)—Crocker, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.
 ATHOS (Cover)—United Manufacturing Co., 168 Birnie Ave., Springfield 7, Mass.
 ★ATLANTIC (Bond, Cover, Duplicator, Ledger, Mimeograph, Onion Skin)—Eastern Corporation, Bangor, Me.
 AUDOBON (Cover, Text)—Hurlbut Paper Co., South Lee, Mass.
 AURELIAN (Text)—Worthy Paper Co., West Springfield, Mass.

B

BADGER (Bond)—Badger Paper Mills, Inc., Peshtigo, Wis.
 BANKERS (Safety)—George LaMonte & Son., Nutley 10, N. J.
 BANKERS (Blotting)—Standard Paper Mfg. Co., Richmond, Va.
 BANTAM (Onion Skin)—Chemical Paper Mfg. Co., Holyoke, Mass.

BASKET WEAVE (Safety)—George LaMonte & Son, Nutley 10, N. J.
 BASKET WEAVE (Blotting)—The Wrenn Paper Co., Middletown, Ohio.
 BAYFIELD (Onion Skin)—C. A. Hubbard Paper Co., Box 586, Kalamazoo 99, Mich.
 *BAY PATH (Bond)—Strathmore Paper Co., West Springfield, Mass.
 *BEAU BRILLIANT (Bond)—Strathmore Paper Co., West Springfield, Mass.
 BECKETT (Announcement, Book, Cover)—Beckett Paper Co., Hamilton, Ohio.
 *BEEB WING (Onion Skin)—International Paper Co., 220 E. 42d St., New York 17, N. Y.
 BENEFIT (Bristol)—Chemical Paper Mfg. Co., Holyoke, Mass.
 BETA (Bristol)—Franklin Paper Co., Holyoke, Mass.
 BIBLOPAKE (Bible)—S. D. Warren Co., 89 Broad St., Boston 1, Mass.
 BLACK & WHITE (Book)—Dill & Collins, Inc., 230 Park Ave., New York 17, N. Y.
 BLACKSTONE (Book)—Tileston & Hollingsworth Co., 213 Congress St., Boston 7, Mass.
 *BLACKSTONE (Bond)—Byron Weston Paper Co., Dalton, Mass.
 BLANCA (Litho)—Crocker, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.
 BLUEBIRD (Blotting)—The Wrenn Paper Co., Middletown, Ohio.
 BLUE STAR (Gummed Tape)—McLaurin-Jones Co., 744 Philip Ave., Brookfield, Mass.
 *BLU-KORE TREAD (Gummed Tape)—Gummed Products Co., S. Union St., Troy, Ohio.
 *BOOKCRAFT (Cover)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.
 BORDER (Bond, Onion Skin)—Fraser Industries, Inc., 420 Lexington Ave., New York 17, N. Y.
 B. P. F. (Book, Post Card)—Wheelwright Papers, Inc., 230 Park Ave., New York 17, N. Y.
 BRENTWOOD (Announcement, Wedding Bristol, Cut Cards, Envelope, Wedding)—Linweave, 21 Cypress St., Springfield 2, Mass.
 BREWSTER (Wedding)—Crocker-McElwain Co., Holyoke, Mass.
 BRIDAL WHITE (Wedding)—Keith Paper Co., Turners Falls, Mass.
 BRIGHTWATER (Bond, Ledger)—Brightwater Paper Co., 115 Howland Ave., Adams, Mass.
 BRIGHTWOOD (Box Covering, Bristol, Showcard)—Holyoke Card & Paper Co., Fiske Ave., Springfield 7, Mass.
 BRILLIANTONE (Book, Litho)—The Miami Valley Coated Paper Co., Oxford Rd., Franklin, Ohio.
 BRITHEUE (Book)—Allied Paper Mills, 1608 Lake St., Kalamazoo 99, Mich.
 BRITENESS (Bond, Book, Bristol, Onion Skin)—North American Pulp & Paper Co., Cheboygan, Mich.
 BRITISH (Book)—Bryant Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.
 BROKAW (Offset)—Wausau Paper Mills, III W. Washington St., Chicago 2, Ill.
 *BROTHERHOOD (Union) (Bond, Book, Ledger, Union Watermarked)—International Paper Co., 220 E. 42d St., New York 17, N. Y.
 BROWN'S FINE (Ledger)—L. L. Brown Paper Co., Adams, Mass.
 BROWN'S LINEN (Ledger)—L. L. Brown Paper Co., Adams, Mass.
 BRYANT (Envelope, Rotogravure & Gravure, Mimeograph, Onion Skin)—Bryant Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.
 BRYANTER (Book, Box Linings)—Bryant Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.
 BRYANTIQUE (Book)—Bryant Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.
 BRYCOAT (Book)—Bryant Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.
 BRYFOLD (Book, Cover)—Bryant Paper Co., Kalamazoo 29F, Mich.
 BRYTONE (Book, Litho)—Bryant Paper Co., Kalamazoo 29F, Mich.
 BUCKEYE (Cover, Text)—Beckett Paper Co., Hamilton, Ohio.
 BUCKHIDE (Manilla and other Tag)—Sorg Paper Co., Middletown, Ohio.
 BUSINESS (Onion Skin)—C. A. Hubbard Paper Co., Box 586, Kalamazoo 99, Mich.

CAMBRAI (Bond)—Keith Paper Co., Turners Falls, Mass.
 CANFOLD (Cover)—Martin Cantine Co., Saugerties 1, N. Y.
 CANTERBURY (Cover, Text)—Dill & Collins, Inc., 230 Park Ave., New York 17, N. Y.
 CANTINE'S (Bond, Cover)—Martin Cantine Co., Saugerties 1, N. Y.
 CAREW FOUR STAR (Ledger)—Carew Mfg. Co., Hadley Falls, Mass.
 *CARILLON (Announcement, Wedding)—Strathmore Paper Co., West Springfield, Mass.
 *CARLETON (Bond, Duplicate, Ledger)—The Northwest Paper Co., Cloquet, Minn.
 CASCADE (Book)—Watervliet Paper Co., Watervliet, Mich.
 CASHIERS (Safety)—Perfect Safety Paper Co., 102 Winter St., Holyoke, Mass.
 CASLON (Bond)—Munising Paper Co., 135 S. LaSalle St., Chicago 3, Ill.
 CATSKILL (Book, Litho)—Martin Cantine Co., Saugerties 1, N. Y.
 CAVALIER (Blotting)—Albemarle Paper Mfg. Co., Richmond, Va.
 CECIL (Book)—Jesup & Moore Paper Co., 16 S. Broad St., Philadelphia 2, Pa.
 CELLUGLOSS (Book, Box Coverings, Litho, Proofing)—Bryant Paper Co., Kalamazoo 29F, Mich.

CELLUSUEDE (Cover)—Cellusuede Products, Inc., 2107 Kishwaukee St., Rockford, Ill.
 *CENTENNIAL (Ledger)—Byron Weston Co., Main St., Dalton, Mass.
 CENTRALINE (Bristol, Cover, Kraft, Ledger, Manila, Poster Print, Onion Skin, Towels, Tympen, Waterproof, Waxed)—Central Paper Co., Inc., 2404 Lake Shore Drive, Muskegon, Mich.
 CENTURION PARCHMENT (Bond)—Keith Paper Co., Turners Falls, Mass.
 CERTIFICATE (Bond, Book, Bristol, Ledger, Post Card)—Crocker-McElwain Co., Holyoke, Mass.
 CERTIFINE (Tympen)—Riegel Paper Corp., 342 Madison Ave., New York 17, N. Y.
 *CERULEAN (Announcement, Wedding)—Strathmore Paper Co., West Springfield, Mass.
 CHALFONTE (Wedding)—Keith Paper Co., Turners Falls, Mass.
 CHAMELEON (Cover)—Springfield Coated Paper Co., Garden, N. J.
 *CHAMOIS (Text)—Chillicothe Paper Co., Chillicothe, Ohio.
 *CHATEAU (Announcement, Bristol, Cut Cards, Envelope, Wedding)—Linweave, 21 Cypress St., Springfield 2, Mass.
 CHEMCO (Bristol)—Chemical Paper Mfg. Co., Foot Co., Holyoke, Mass.
 CHESTER (Wedding)—American Writing Paper Corp., Holyoke, Mass.
 *CHESTERLYN (Wedding)—Strathmore Paper Co., West Springfield, Mass.
 CHIEFTAN (Bond)—Neenah Paper Co., Neenah, Wis.
 CLARION (Book, Cover, Litho, Rotogravure and Gravure)—New York & Pennsylvania Co., Lock Haven, Pa.
 CLEARCOPY (Onion Skin)—Esleek Mfg. Co., Turners Falls, Mass.
 CLYDESDALE (Bond)—Keith Paper Co., Turners Falls, Mass.
 COLD SPRINGS (Bond, Ledger, Onion Skin)—Whiting-Plover Paper Co., Stevens Point, Wis.
 COLBERT (Writing)—Linweave, 21 Cypress St., Springfield 2, Mass.
 COLORED NATIONAL (Book)—Allied Paper Mills, 1608 Lake St., Kalamazoo 99, Mich.
 COLORFOLD (Cover)—Martin Cantine Co., Saugerties 1, N. Y.
 *COLORKOTE (Book)—Champion Paper & Fibre Co., Hamilton, Ohio.
 COLUMBIAN (Envelope)—U. S. Envelope Co., 21 Cypress St., Springfield 2, Mass.
 COMET (Book)—Allied Paper Mills, 1608 Lake St., Kalamazoo 99, Mich.
 *COMMERCIAL (Cover)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.
 COMMERCIAL (Blotting)—Joseph Parker & Son Co., 135 Whalley Ave., New Haven 15, Conn.
 CONTRA (Onion Skin)—Chemical Paper Mfg. Co., Foot of Jackson St., Holyoke, Mass.
 CONTRACT (Bond, Cover, Ledger, Onion Skin)—American Writing Paper Corp., Holyoke, Mass.
 COPYDEX (Duplicate)—Ditto, Inc., Harrison at Oakley Blvd., Chicago 12, Ill.
 COPYRITE (Second Sheets)—Badger Paper Mills, Inc., Peshtigo, Wis.
 *CORDOVA (Bristol, Cover)—Detroit Sulphite Pulp & Paper Co., 9125 W. Jefferson Ave., Detroit 17.
 CORONA (Book)—Allied Paper Mills, 1608 Lake St., Kalamazoo 99, Mich.
 *CORDWAIN (Cover)—Champion Paper & Fibre Co., Hamilton, Ohio.
 CORONET (Cover, Text)—Worthy Paper Co., West Springfield, Mass.
 CORRECT (Bond)—Aetna Paper Co., Dayton, Ohio.
 COSMOS (Blotting)—Standard Paper Mfg. Co., Richmond, Va.
 COUPON (Bond)—American Writing Paper Corp., Holyoke, Mass.
 COURT (Ledger)—Carew Mfg. Co., Hadley Falls, Mass.
 CRAFTSMEN (Mimeograph)—Standard Paper Mfg. Co., Richmond, Va.
 CRANE'S (Bible, Bond)—Crane & Co., Inc., 30 South St., Dalton, Mass.
 CREST (Ledger)—Parsons Paper Co., Holyoke, Mass.
 CROBANK (Book, Litho)—Crocker, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.
 *CROMWELL (Tympen)—Cromwell Paper Co., 4801 S. Whipple St., Chicago 32, Ill.
 CUMBERLAND (Book, Bristol, Cover)—S. D. Warren Co., 89 Broad St., Boston 1, Mass.
 CURL-CURL (Blotting)—Standard Paper Mfg. Co., Richmond, Va.
 CURRENCY (Cover)—Appleton Coated Paper Co., Appleton, Wis.
 CURRENCY (Ledger)—Whiting Paper Co., Holyoke, Mass.
 CUSTOM (Book)—Allied Paper Mills, 1608 Lake St., Kalamazoo 99, Mich.
 CZAR (Bristol)—Linton Bros. Co., 22 Rollstone St., Fitchburg, Mass.

DACLAN (Text)—Worthy Paper Co., West Springfield, Mass.
 DAILY SALES (Book, Bristol, Cover, Onion Skin)—Chemical Paper Mfg. Co., Holyoke, Mass.
 D'ARTAGNAN (Cover)—United Mfg. Co., 168 Birnie Ave., Springfield 7, Mass.
 DARTFORD (Bond)—Carew Mfg. Co., Hadley Falls, Mass.
 DE & SE TINTS (Book)—Dill & Collins, Inc., 230 Park Ave., New York 17, N. Y.
 DECOPOLD (Book)—Crocker, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.
 *DEEPLAKE (Bristol, Duplicate, Ledger, Mimeograph, Post Card, Writing)—Hammermill Paper Co., Erie, Pa.

DEFENDUM (Ledger)—Parsons Paper Co., Holyoke, Mass.
 *DEFIANCE (Ledger, Bond, Bristol)—Byron Weston Co., Main St., Dalton, Mass.
 DEIONG (Litho)—Crocker, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.
 DELIBE (Bond, Onion Skin)—Brightwater Paper Co., 115 Howland Ave., Adams, Mass.
 DENSOR FIFTY (Bond)—Valley Paper Co., Holyoke, Mass.
 DENSOR 25 (Bond, Onion Skin)—Valley Paper Co., Holyoke, Mass.
 DEPENDABLE (Book)—Allied Paper Mills, 1608 Lake St., Kalamazoo 99, Mich.
 DEPENDENCE (Ledger)—Carew Mfg. Co., Hadley Falls, Mass.
 DE SOTO (Book, Litho)—Bryant Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.
 *DETROIT (Cover, Tympen)—Detroit Sulphite Pulp & Paper Co., 9125 W. Jefferson Ave., Detroit 17.
 *DICTATION (Book, Ledger, Onion Skin)—Fox River Paper Corp., Appleton, Wis.
 DILCOL (Book, Bristol, Cover)—Dill & Collins, Inc., 230 Park Ave., New York 17, N. Y.
 DILFOLD (Book, Cover)—Dill & Collins, Inc., 230 Park Ave., New York 17, N. Y.
 DIRECT PROCESSES (Duplicate)—Ditto, Inc., Harrison at Oakley Blvd., Chicago 12, Ill.
 DISCO (Blotting, Box Covering, Cover)—District of Columbia Paper Mills, Inc., Potomac & K Sts., N. W., Washington 7, D. C.
 DOCUMENT (Bristol)—Linton Bros. Co., 22 Rollstone St., Fitchburg, Mass.
 DORCHESTER (Book)—Tileston & Hollingsworth Co., 213 Congress St., Boston 7, Mass.
 DOUBLETONE (Cover)—Wheelwright Papers, Inc., 230 Park Ave., New York 17, N. Y.
 DREADNAUGHT (Bond, Bristol, Ledger)—Gilbert Paper Co., Menasha, Wis.
 DREXEL (Announcement, Bristol, Cut Cards, Envelope, Wedding)—Linweave, 21 Cypress St., Springfield 2, Mass.
 DRUMHEAD (Tympen)—Riegel Paper Corp., 342 Madison Ave., New York 17, N. Y.
 *DUALITE (Second Sheets)—Nekoosa-Edwards Paper Co., Port Edwards, Wis.
 DULBRITE (Book)—Dill & Collins, Inc., 230 Park Ave., New York 17, N. Y.
 *DULFOOLD (Book)—Champion Paper & Fibre Co., Hamilton, Ohio.
 DUNDEE (Text)—American Writing Paper Corp., 9 Main St., Holyoke, Mass.
 DUO—Martin Cantine Co., Saugerties 1, N. Y.
 DUOPAQUE (Onion Skin)—C. A. Hubbard Paper Co., Box 586, Kalamazoo 99, Mich.
 DUORUN (Duplicate)—Ditto, Inc., Harrison at Oakley Blvd., Chicago 12, Ill.
 DUPLEXKOTE (Envelope)—Miami Valley Coated Paper Co., Oxford Road, Franklin, Ohio.
 DUPLIKOTE (Bond, Duplicate)—Miami Valley Coated Paper Co., Oxford Road, Franklin, Ohio.
 DURALITE (Cover)—Miami Valley Coated Paper Co., Oxford Road, Franklin, Ohio.
 DURATAG (Board)—Linton Bros. Co., 22 Rollstone St., Fitchburg, Mass.

EAGLE-A (Announcement, Writing)—American Writing Paper Corp., Holyoke, Mass.
 EARLY AMERICAN (Announcement, Cover, Envelope, Text)—Linweave, 21 Cypress St., Springfield 2, Mass.
 EATONIAN (Bond, Ledger)—Brightwater Paper Co., 115 Howland Ave., Adams, Mass.
 *ECONOMY (Cover)—Kimberly-Clark Corp., Neenah, Wis.
 EDMONT (Bond)—Parsons Paper Co., Holyoke, Mass.
 EDWORTH (Onion Skin)—Valley Paper Co., Holyoke, Mass.
 ELECTION (Bristol)—Appleton Coated Paper Co., Appleton, Wis.
 EMPIRE (Bond)—Carew Mfg. Co., Hadley Falls, Mass.
 *EMPIRE (Book)—International Paper Co., 220 E. 42d St., New York 17, N. Y.
 EMPRESS (Book)—Appleton Coated Paper Co., Appleton, Wis.
 ENAMELINE (Book)—Mead Sales Co., 230 Park Ave., New York 17, N. Y.
 ENAMELED (Blotting)—Wrenn Paper Co., Middletown, Ohio.
 *ENGLISH (Bond, Ledger)—Fox River Paper Corp., Appleton, Wis.
 *ENVOY (Announcement, Wedding)—Strathmore Paper Co., West Springfield, Mass.
 EQUATOR (Book, Bristol)—Sorg Paper Co., Middletown, Ohio.
 ESCORT (Bond, Ledger)—L. L. Brown Paper Co., Adams, Mass.
 ESOPUS (Bristol)—Martin Cantine Co., Saugerties 1, N. Y.
 EXACT (Bond, Ledger)—Wausau Paper Mills, 111 W. Washington St., Chicago, Ill.
 EXCHANGE (Safety)—George LaMonte & Son, Nutley 10, N. J.
 EXPOSITION (Bond, Onion Skin)—Whiting Paper Co., Holyoke, Mass.

*FABRATLEX (Cover)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.
 FABRIC (Onion Skin)—C. A. Hubbard Paper Co., Box 586, Kalamazoo 99, Mich.
 *FAIRFIELD (Announcement, Text)—Strathmore Paper Co., West Springfield, Mass.
 FAIRMOUNT (Book)—Tileston & Hollingsworth Co., 213 Congress St., Boston 7, Mass.

WHEN WRITING SUPPLY FIRMS KINDLY MENTION

FALPACO (Coated Blanks)—Falulah Paper Co., Falulah Road, Fitchburg, Mass.
 FEATHERWEIGHT (Book, Onion Skin)—Bryant Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.
 *FEEDWELL (Bond, Ledger, Mimeograph)—International Paper Co., 220 E. 42d St., New York 17, N. Y.
 FENWAY (Litho)—Tileston & Hollingsworth Co., 213 Congress St., Boston 7, Mass.
 FIBERBOND (Bristol)—Wheelwright Papers, Inc., 230 Park Ave., New York 17, N. Y.
 FIDELITY (Onion Skin)—Esleek Mfg. Co., Turners Falls, Mass.
 *FIESTA (Text)—Strathmore Paper Co., West Springfield, Mass.
 FILMKOTE (Book)—S. D. Warren Co., 89 Broad St., Boston 1, Mass.
 FINANCE (Bond, Bristol)—Rising Paper Co., Park St., Housatonic, Mass.
 *FINE-FLAX (Onion Skin)—Ecusta Paper Corp., Pisgah Forest, N. C.
 FINE LETTER (Writing)—Linweave, 21 Cypress St., Springfield 2, Mass.
 FIRST CLASS (Ledger)—Carew Mfg. Co., Hadley Falls, Mass.
 FISCAL (Announcement)—Rising Paper Co., Park St., Housatonic, Mass.
 FITCHBURG (Box Lining, Envelope, Safety, Writing)—Fitchburg Paper Co., 642 River St., Fitchburg, Mass.
 *FLAT-As-A-Pancake (Gummed Offset)—Brown-Bridge Mills, Inc., Troy, Ohio
 FLAT WHITE (Book)—Dill & Collins, Inc., 230 Park Ave., New York 17, N. Y.
 *FLAX-O-PAKE (Bible)—Ecusta Paper Corp., Pisgah Forest, N. C.
 FLAXON (Bond)—D. M. Bare Paper Co., Roaring Spring, Pa.
 FLEMISH (Book)—Tileston & Hollingsworth Co., 212 Congress St., Boston 7, Mass.
 FOLDBETTE (Book, Cover)—Watervliet Paper Co., Watervliet, Mich.
 FORT ANCIENT (Bond, Ledger)—Harding-Jones Paper Co., Middletown, Ohio
 *FORTUNE (Cover)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.
 FORWARD (Bond, Ledger)—L. L. Brown Paper Co., Adams, Mass.
 FRANCONIA (Bond, Ledger)—Parker-Young Co., 131 State St., Boston 9, Mass.
 FRANKLIN (Blanks, Bristol)—Franklin Paper Co., Third Level Canal, Holyoke, Mass.
 FRANKLIN (Bond)—George A. Whiting Paper Co., Menasha, Wis.
 FRA-OPAQUE (Book)—Fraser Industries, Inc., 420 Lexington Ave., New York 17, N. Y.
 FRENCH FOLIO (Onion Skin)—C. A. Hubbard Paper Co., Box 586, Kalamazoo 99, Mich.

★GABARDINE (Text)—Strathmore Paper Co., West Springfield, Mass.
 GENERAL DEMAND (Kraft)—Central Paper Co., Inc., 2404 Lake Shore Drive, Muskegon, Mich.
 GEORGIAN (Cover, Text)—Worthy Paper Co., West Springfield, Mass.
 GIBBLARTAR (Onion Skin)—Millers Falls Paper Co., Mill Road, Millers Falls, Mass.
 GLACIER (Bond)—Neenah Paper Co., Neenah, Wis.
 GLEN (Board)—Riegel Paper Corp., 342 Madison Ave., New York 17, N. Y.
 GLENDALE (Wedding)—American Writing Paper Corp., 9 Main St., Holyoke, Mass.
 GLOSSETTE (Book)—Watervliet Paper Co., Watervliet, Mich.
 GLOSS INK (Litho)—Watervliet Paper Co., Watervliet, Mich.
 GLENBOURN (Text)—Hurlbut Paper Co., South Lee, Mass.
 GLOSTONE (Bristol, Cover)—Linton Bros. Co., 22 Rollstone St., Fitchburg, Mass.
 GOLD MEDAL (Duplicator)—Badger Paper Mills, Inc., Peshigo, Wis.
 GREEN CORE (Gummed Tape, Gummed Hollands)—Mid-States Gummed Paper Co., 2515 S. Damen Ave., Chicago 8, Ill.
 GREYLOCK (Bond, Ledger)—L. L. Brown Paper Co., Adams, Mass.
 GROTON (Tympian)—Hollingsworth & Vose Co., 112 Washington St., East Walpole 1, Mass.
 GUARDIAN (Bond, Bristol, Ledger)—Crocker-McElwain Co., Holyoke, Mass.
 GUMCRAFT (Gummed Tape)—Gummed Tape & Devices Co., 1318-20 60th St., Brooklyn 19, N. Y.

HADRIAN (Text)—Worthy Paper Co., West Springfield, Mass.
 HALFMOON (Bond)—Mohawk Paper Mills, Inc., 465 S. Saratoga St., Cohoes, N. Y.
 HALFTONE (Post Card)—Wheelwright Papers, Inc., 220 Park Ave., New York 17, N. Y.
 *HAMILTON (Book)—Champion Paper & Fibre Co., Hamilton, Ohio
 HAMILTON (Leger, Mimeograph)—W. C. Hamilton & Sons, Miquon, Montgomery County, Pa.
 *HAMMERMILL (Bond, Book, Bristol, Cockletone, Cover, Duplicator, Envelope, Ledger, Mimeograph, Offset, Opaque, Safety, Writing)—Hammermill Paper Co., Erie, Pa.
 HAND AND ARROWS (Writing)—Worthy Paper Co., West Springfield, Mass.
 HARDWEAR (Duplicator)—Ditto Inc., Harrison at Oakley Blvd., Chicago 12, Ill.
 HAWKEYE (Book)—Michigan Paper Co., Plainwell, Mich.
 HAWTHORNE (Bond, Book, Ledger, Parchment, Onion Skin)—Hawthorne Paper Co., E. Michigan Ave., Kalamazoo, Mich.

*HEATHER (Bond)—Eastern Corporation, Bangor, Me.
 HERCULEAN (Cover)—American Writing Paper Corp., 9 Main St., Holyoke, Mass.
 HERITAGE (Bond)—Parsons Paper Co., Holyoke, Mass.
 HERMES (Book)—Crocker, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.
 HIGH GLOSS (Blotting)—Albemarle Paper Mfg. Co., Richmond, Va.
 HIGHLIGHT (Blanks, Bristol, Cover, Showcard, Wedding)—Wheelwright Papers, Inc., 230 Park Ave., New York 17, N. Y.
 HILLCOURT (Bible, Book, Wedding)—Fitchburg Paper Co., 642 River St., Fitchburg, Mass.
 HILLCREST (Bible, Book, Litho)—Fitchburg Paper Co., 642 River St., Fitchburg, Mass.
 HILLSIDE (Bond)—Harding-Jones Paper Co., Middletown, Ohio
 HI-LUSTRE (Blotting)—Wrenn Paper Co., Middle-town, Ohio
 HISPEED (Duplicator)—Ditto, Inc., Harrison at Oakley Blvd., Chicago 12, Ill.
 *HOLMESDALE (Bond)—Byron Weston Co., Main St., Dalton, Mass.
 *HOMESPUN (Cover)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.
 HONOR (Bond)—Carew Mfg. Co., Hadley Falls, Mass.
 HOWARD (Bond, Ledger, Mimeograph)—Howard Paper Co., Urbana, Ohio
 *HUDSON (Book, Litho)—International Paper Co., 220 E. 42d St., New York 17, N. Y.
 HURLBUT (Parchment)—Hurlbut Paper Co., South Lee, Mass.
 HURON (Carbon Paper, Onion Skin, Waxed)—Port Huron Sulphite & Paper Co., Port Huron, Mich.

IAMA (Towels)—Central Paper Co., Inc., 2404 Lake Shore Drive, Muskegon, Mich.
 *IDEAL (Litho)—West Virginia Pulp & Paper Co., 230 Park Ave., New York 17, N. Y.
 ILLUSTRATION (Bond)—Michigan Paper Company, Plainwell, Mich.
 *ILLUSTRATION (Drawing)—Strathmore Paper Company, West Springfield, Mass.
 IMPERIAL (Bible, Book, Second Sheets, Onion Skin)—Bryant Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.
 *INDOPAQUE (Bible)—Crane & Co., Inc., 30 South Mass.
 INDIAN HEAD (Cover)—Knowlton Brothers, 213 Factory St., Watertown, N. Y.
 INDOPAQUE (Bible)—Crane & Co., Inc., 30 South St., Dalton, Mass.
 *INDUSTRIAL (Cover, Waterproof)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.
 INSERT (Book)—Chemical Paper Mfg. Co., Foot of Jackson St., Holyoke, Mass.
 *INSPIRATION (Bond, Book, Envelope)—West Virginia Pulp & Paper Co., 230 Park Ave., New York 17, N. Y.
 INTERNATIONAL (Cover)—Chemical Paper Mfg. Co., Foot of Jackson St., Holyoke, Mass.
 *INTERNATIONAL (Book, Duplicator)—International Paper Co., 220 E. 42d St., New York 17, N. Y.
 INTERWOVEN (Cover)—Chemical Paper Mfg. Co., Foot of Jackson St., Holyoke, Mass.
 INTRALACE (Text)—Rising Paper Co., Park St., Housatonic, Mass.
 *INVENTORY (Bristol)—Champion Paper & Fibre Co., Hamilton, Ohio
 IONIC (Blanks, Bristol, Showcard)—Wheelwright Papers, Inc., 230 Park Ave., New York 17, N. Y.
 IRON TAG (Manila Tag)—Hollingsworth & Vose Co., 112 Washington St., East Walpole 1, Mass.

JAMES RIVER (Bond, Bristol, Wedding)—Standard Paper Mfg. Co., Richmond, Va.
 JEFFERSON (Bristol)—Franklin Paper Co., Third Level Canal, Holyoke, Mass.
 JESMORE (Book)—Jesup & Moore Paper Co., 16 S. Broad St., Philadelphia 2, Pa.
 JEWELRY (Bristol)—Franklin Paper Co., Third Level Canal, Holyoke, Mass.
 *JOURNEYMAN'S (Book)—International Paper Co., 220 E. 42d St., New York 17, N. Y.

*K SPECIAL (Envelope)—Chillicothe Paper Co., Chillicothe, Ohio
 KEITH (Bond, Ledger, Wedding)—Keith Paper Co., Turners Falls, Mass.
 KENMORE (Book, Mimeograph)—Jesup & Moore Paper Co., 16 S. Broad St., Philadelphia 2, Pa.
 KENTONE (Book, Mimeograph)—Jesup & Moore Paper Co., 16 Broad St., Philadelphia 2, Pa.
 KILMORY (Cover, Text)—W. C. Hamilton & Sons, Miquon, Montgomery County, Pa.
 *KIMECT LEVELCOAT (Book)—Kimberly-Clark Corp., Neenah, Wis.
 *KIMRAY (Book)—Kimberly-Clark Corp., Neenah, Wis.
 *K-O-KAY (Bond, Bristol, Mimeograph, Post Card)—Northwest Paper Co., Cloquet, Minn.
 KROYDEN (Cover)—Holyoke Card & Paper Co., Fiske Ave., Springfield 7, Mass.
 *KRISTAL KLEAR (Envelope)—U. S. Envelope Co., 21 Cypress St., Springfield 2, Mass.
 K.V.P. (Bond, Book)—Kalamazoo Vegetable Parchment Co., Kalamazoo 99, Mich.

LACONIA (Bond)—Parsons Paper Co., Holyoke, Mass.
 *LAIDTONE (Book, Cover)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.
 L'ALCON (Text)—American Writing Paper Corp., 9 Main St., Holyoke, Mass.
 *LAKELAND (Book)—Consolidated Water Power & Paper Co., Wisconsin Rapids, Wis.
 LAMONTE (Safety)—George LaMonte & Son, Nutley 10, N. J.
 LANDMARK (Wedding)—Keith Paper Co., Turners Falls, Mass.
 *LAURELITE (Announcement, Wedding)—Strathmore Paper Co., West Springfield, Mass.
 LEATHERCRAFT (Cover)—Holyoke Card & Paper Co., Fiske Ave., Springfield 7, Mass.
 LEATHERET (Cover)—Riegel Paper Corp., 342 Madison Ave., New York 17, N. Y.
 LEATHERETTE (Book)—Michigan Paper Co., Plainwell, Mich.
 *LEATHER-GLO (Cover)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.
 LEATHERIGHT (Cover)—Wheelwright Papers, Inc., 230 Park Ave., New York 17, N. Y.
 LEATHEROID (Cover)—Miami Valley Coated Paper Co., Oxford Road, Franklin, Ohio
 LEHORN (Onion Skin)—C. A. Hubbard Paper Co., Box 586, Kalamazoo 99, Mich.
 LENOX (Bond, Ledger)—Carew Mfg. Co., Hadley Falls, Mass.
 LEONARDO (Text)—American Writing Paper Corp., 9 Main St., Holyoke, Mass.
 *LEXICON (Book, Text)—Champion Paper & Fibre Co., Hamilton, Ohio
 *LIBRARIAN (Cover)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.
 LINTONE—Linton Brothers & Co., 22 Rollstone St., Fitchburg, Mass.
 LINE MARQUE (Writing)—Rising Paper Co., Park St., Housatonic, Mass.
 LINTONE (Bristol)—Linton Bros. Co., 22 Rollstone St., Fitchburg, Mass.
 LINWEAVE (Announcement, Bristol, Cut Cards, Cover, Envelope, Social Stationery, Text, Wedding, Writing)—Linweave, 21 Cypress St., Springfield 2, Mass.
 LITHOGLOSS (Litho)—Martin Cantine Co., Saugerties 1, N. Y.
 *LITHOPRINT (Litho)—Champion Paper & Fibre Co., Hamilton, Ohio
 LITHOTINT (Litho)—Miami Valley Coated Paper Co., Oxford Road, Franklin, Ohio
 LITHOTONE (Blotting)—Joseph Parker & Son Co., 1155 Whalley Ave., New Haven 15, Conn.
 *LODESTONE (Cover)—Hamden Glazed Paper & Card Co., Holyoke, Mass.
 *LOGAN (Book)—Chillicothe Paper Co., Chillicothe, Ohio
 LOIS (Wedding)—Whiting Paper Co., Holyoke, Mass.
 LONGLEIF (Bristol)—Wheelwright Papers, Inc., 230 Park Ave., New York 17, N. Y.
 LONGRUN (Duplicator)—Ditto, Inc., Harrison at Oakley Blvd., Chicago 12, Ill.
 LYNFLAX PARCHMENT (Bond)—Brightwater Paper Co., 115 Howland Ave., Adams, Mass.

*MACHINE POSTING (Ledger)—Byron Weston Co., Dalton, Mass.
 MAE(W)RIGHT (Bristol, Showcard)—Wheelwright Papers, Inc., 230 Park Ave., New York 17, N. Y.
 *MAGAZINE (Book)—International Paper Co., 220 E. 42d St., New York 17, N. Y.
 *MAINEFOLD (Book, Cover)—Oxford Paper Co., 230 Park Ave., New York 17, N. Y.
 *MANAGEMENT (Bond)—Hammermill Paper Co., Erie, Pa.
 MANDATE (Bond)—Carew Mfg. Co., Hadley Falls, Mass.
 MANDO (Envelope, Kraft, Wrapping)—Minnesota & Ontario Paper Co., 205 W. Wacker Drive, Chicago 6
 *MANIFEST (Bond, Duplicator, Ledger, Mimeograph, Onion Skin)—Eastern Corporation, Bangor, Me.
 MARCO (Cover)—Marvellum Co., Appleton St., Holyoke, Mass.
 MARLOWE (Text)—Worthy Paper Co., West Springfield, Mass.
 MARVELHIDE (Cover)—Marvellum Co., Appleton St., Holyoke, Mass.
 MARVELLEATHER (Cover)—Marvellum Co., Appleton St., Holyoke, Mass.
 MASTER OF ARTS (Cover, Text)—Worthy Paper Co., West Springfield, Mass.
 MAXOPAQUE (Cover)—Aetna Paper Co., Dayton, Ohio
 MAXWELL (Bond, Book)—Maxwell Paper Co., Franklin, Ohio
 M. C. (Book)—Martin Cantine Co., Saugerties 1, N. Y.
 *MEAD (Bond, Ledger, Mimeograph)—Mead Sales Co., Inc., 230 Park Ave., New York 17, N. Y.
 MECHANIC FORM (Bristol, Ledger)—Parsons Paper Co., Holyoke, Mass.
 MEDIA (Onion Skin)—Brownville Paper Co., Brownville, N. Y.
 *MERCURY (Second Sheets)—Detroit Sulphite Pulp & Paper Co., 9125 W. Jefferson Ave., Detroit 17
 MERIT (Bond)—Carew Mfg. Co., Hadley Falls, Mass.
 MERRILL (Bond, Mimeograph)—Ward Paper Co., Merrill, Wis.
 *METER (Meter, for Charts)—Hammermill Paper Co., Erie, Pa.
 METTAPAN (Bristol)—Tileston & Hollingsworth Co., 213 Congress St., Boston 7, Mass.
 MIAMI (Board, Book, Box Covering, Bristol, Cover, Litho)—Miami Valley Coated Paper Co., Oxford Road, Franklin, Ohio

MIAMITINT (Book)—Miami Valley Coated Paper Co., Oxford Road, Franklin, Ohio
 MIAMITONE (Book, Litho)—Miami Valley Coated Paper Co., Oxford Road, Franklin, Ohio
 MICHIGAN (Book, Onion Skin)—Michigan Paper Co., Plainwell, Mich.
 MIKADO (Vellum)—Knowlton Brothers, 213 Factory St., Watertown, N. Y.
 MIDDLETOWN (Post Card)—Sorg Paper Co., Middletown, Ohio
 MILHAM (Book, Bristol, Cover, Litho Paster Print)—Bryant Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.
 MILLBROOK (Bond)—Keith Paper Co., Turners Falls, Mass.
 MILLERS FALLS (Onion Skin)—Millers Falls Paper Co., Millers Falls, Mass.
 MIMMO SCRIPT (Mimeograph)—International Paper Co., 220 E. 42d St., New York 17, N. Y.
 MINGO (Bond, Writing)—Chillicothe Paper Co., Chillicothe, Ohio
 MINNOTT (Book, Rotogravure and Gravure)—Minnesota & Ontario Paper Co., 203 W. Wacker Drive, Chicago 6, Ill.
 MIRADOR (Onion Skin)—C. A. Hubbard Paper Co., Box 986, Kalamazoo 99, Mich.
 MITSCHIBRE (Wrapping)—Detroit Sulphite Pulp & Paper Co., 9125 W. Jefferson Ave., Detroit 17
 MODERN GLOSS (Book)—Consolidated Water Power & Paper Co., Wisconsin Rapids, Wis.
 MOHAWK (Bristol, Cover, Duplicator, Envelope, Mimeograph, School Construction Paper, Union Watermarked)—Mohawk Paper Mills, Inc., 465 Saratoga St., Cohoes, N. Y.
 MOISTRITE (Bond, Book, Mimeograph)—Mead Sales Co., Inc., 230 Park Ave., New York 17, N. Y.
 MONARCH (Litho)—Allied Paper Mills, 1608 Lake St., Kalamazoo 99, Mich.
 MONO OUTLOOK (Envelope)—U. S. Envelope Co., 21 Cypress St., Springfield 2, Mass.
 MONOPLANE (Bond)—P. H. Glatfelter Co., Spring Grove, Pa.
 MONTAGUE (Poster Print)—International Paper Co., 220 E. 42d St., New York 17, N. Y.
 MONTAGUE (Wedding)—Keith Paper Co., Turners Falls, Mass.
 MOROCCO (Cover)—Knowlton Brothers, 213 Factory St., Watertown, N. Y.
 MOSAIC (Blotting)—Wrenn Paper Co., Middletown, Ohio
 MOULD MADE (Cover)—Hurlbut Paper Co., South Lee, Mass.
 MOUNTIE (Book, Litho)—Northwest Paper Co., Cloquet, Minn.
 MOUNT VERNON (Text)—Hawthorne Paper Co., E. Michigan St., Kalamazoo, Mich.
 M. P. C. (Book)—Michigan Paper Co., Plainwell, Mich.
 MULTYKOLOR (Book)—Dill & Collins, Inc., 230 Park Ave., New York 17, N. Y.
 MUSKEGON (Onion Skin)—Central Paper Co., 2404 Lake Shore Drive, Muskegon, Mich.
 MUTUAL (Bond, Mimeograph, Onion Skin)—Whiting Paper Co., Holyoke, Mass.
 MYRIAD (Onion Skin)—Chemical Paper Mfg. Co., Foot of Jackson St., Holyoke, Mass.



★NAMELO (Book)—Champion Paper & Fibre Co., Hamilton, Ohio
 NATIONAL (Post Card)—Franklin Paper Co., Third Level Canal, Holyoke, Mass.
 NATIONAL (Bond)—Harding-Jones Paper Co., Middletown, Ohio
 NATIONAL (Safety)—George LaMonte & Son, Nalley 10, N.
 NAVAJO (Bond, Cover, Ledger)—Mohawk Paper Mills, Inc., 465 S. Saratoga St., Cohoes, N. Y.
 NEENAH (Bond, Bristol, Ledger, Onion Skin)—Neenah Paper Company, Neenah, Wis.
 ★NEKOOSA (Bond, Duplicator, Ledger, Mimeograph, Writing)—Nekoosa-Edwards Paper Co., Port Edwards, Wis.
 ★NEKOOSA-O-PAKE (Bond)—Nekoosa-Edwards Paper Co., Port Edwards, Wis.
 ★NEPCO (Waxed, Wrapping)—Nekoosa-Edwards Paper Co., Port Edwards, Wis.
 NEPTUNE (Cover)—Knowlton Brothers, 213 Factory St., Watertown, N. Y.
 NEW ENGLAND (Book, Bristol)—S. D. Warren Co., 89 Broad St., Boston 1, Mass.
 NO-COAT GLOSS (Book)—Tilston & Hollingsworth Co., 213 Congress St., Boston 7, Mass.
 NORSE (Envelope)—U. S. Envelope Co., 21 Cypress St., Springfield 2, Mass.
 ★NORTH STAR (Book)—Oxford Paper Co., 230 Park Ave., New York 17, N. Y.
 ★NORTH STAR (Book)—Northwest Paper Co., Cloquet, Minn.
 NU-ART (Blotting)—Standard Paper Co., Richmond, Va.
 NUGGETT (Cover)—United Mfg. Co., 168 Birnie Ave., Springfield 7, Mass.
 NYPEN (Book, Litho)—New York & Pennsylvania Co., Lock Haven, Pa.



★OAK LEAF (Chalk Overlay)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.
 ★OLD BADGER (Bond, Ledger)—Fox River Paper Corp., Appleton, Wis.
 OLD COUNCIL TREE (Bond, Onion Skin)—Neenah Paper Co., Neenah, Wis.
 OLD DEVON (Bond, Ledger)—Keith Paper Company, Turners Falls, Mass.
 OLD HAMFEN (Bond)—Parsons Paper Co., Holyoke, Mass.

OLD HAMPSHIRE (Bond)—Carew Mfg. Co., Hadley Falls, Mass.
 OLD SOUTH (Bond)—Carew Mfg. Co., Hadley Falls, Mass.
 ★OLD SPANISH (Check)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.
 ★OLD STRATFORD (Bond)—Strathmore Paper Co., West Springfield, Mass.
 OLD TAVERN (Cover)—McLaurin-Jones Co., 744 Philip Ave., Brookfield, Mass.
 OLD TREATY (Bond)—W. C. Hamilton & Sons, Miguon, Montgomery County, Pa.
 OLDE STYLE (Book)—S. D. Warren Co., 89 Broad St., Boston 1, Mass.
 OLYMPIC (Bristol)—Wheelwright Papers, Inc., 230 Park Ave., New York 17, N. Y.
 ★OPACITONE (Book)—Chillicothe Paper Co., Chillicothe, Ohio
 ORGANDIE (Wedding)—Whiting Paper Co., Holyoke, Mass.
 ★OTIS (Bristol)—International Paper Co., 220 E. 42d St., New York 17, N. Y.
 OTSEGO (Blanks)—Allied Paper Mills, 1608 Lake St., Kalamazoo 99, Mich.
 OVERPRINT MULTI-SERVICE (Litho)—S. D. Warren Co., 89 Broad St., Boston 1, Mass.
 ★OXFORD (Book, Litho)—Oxford Paper Co., 230 Park Ave., New York 17, N. Y.



PADLOCK (Safety)—Perfect Safety Paper Co., 102 Winter St., Holyoke, Mass.
 PAPERGLAS (Glassine)—Westfield River Paper Co., Inc., Russell, Mass.
 ★PAPERETTE (Bristol)—Strathmore Paper Co., West Springfield, Mass.
 PARAMOUNT (Carbon)—Frye Mfg. Co., 301 University Ave., Des Moines 4, Iowa
 PARATEX (Book)—Miami Valley Coated Paper Co., Oxford Road, Franklin, Ohio
 ★PARCHMENTONE (Book, Cover)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22
 PARKER'S (Blotting, Stereotype)—Joseph Parker & Son, 1155 Whaley Ave., New Haven 13, Conn.
 PARKWORTH (Bond)—Parker-Young Co., 131 State St., Boston 9, Mass.
 PARSONS (Bond, Bristol, Ledger)—Parsons Paper Co., Holyoke, Mass.
 ★PASTELLE (Text)—Strathmore Paper Co., West Springfield, Mass.
 PATAPAR (Parchment)—Paterson Parchment Paper Co., Bristol, Pa.
 PATAWITE (Onion Skin)—Paterson Parchment Paper Co., Bristol, Pa.
 PATAX (Waxed)—Paterson Parchment Paper Co., Bristol, Pa.
 ★PATENT OFFICE (Drawing)—Strathmore Paper Co., West Springfield, Mass.
 PAVCO (Onion Skin)—Valley Paper Co., Holyoke, Mass.
 PEMI (Envelope, Ledger)—Parker-Young Co., 131 State St., Boston 9, Mass.
 ★PENINK (Mimeograph)—West Virginia Pulp & Paper Co., 230 Park Ave., New York 17, N. Y.
 PENINSULAR (Bristol, Cover, Litho)—Peninsular Paper Co., Ypsilanti, Mich.
 PENNSYLVANIA (Bond, Book)—P. H. Glatfelter Co., Spring Grove, Pa.
 PENORTYPE (Duplicator)—Ditto, Inc., Harrison at Oakley Blvd., Chicago 12, Ill.
 ★PERFECTION (Decalcomania, Die Wipers, Gummed Label, Gummed Offset, Morsegraph)—Paper Manufacturers Co., Fifth & Willow Sts., Philadelphia 23, Pa.
 PERMANIZED (Bond, Ledger, Parchment, Onion Skin, Writing)—Whiting-Plover Paper Co., Stevens Point, Wis.
 PHELPS (Safety)—Perfect Safety Paper Co., 102 Winter St., Holyoke, Mass.
 ★PIEDMONT (Book)—West Virginia Pulp & Paper Co., 230 Park Ave., New York 17, N. Y.
 ★PILGRAM (Wedding)—Eastern Corporation, Bangor, Me.
 PILGRIM (Book)—Crocker, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.
 ★PLATEX (Text)—Strathmore Paper Co., West Springfield, Mass.
 ★PLATINE (Tympant)—Detroit Sulphite Pulp & Paper Co., 9125 W. Jefferson Ave., Detroit 17, Mich.
 PLATINUM (Announcement)—Rising Paper Co., Park St., Housatonic, Mass.
 PLIABLE (Book, Bristol, Cover, Poster Print)—Bryant Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.
 PLOVER, PERMANIZED (Bond, Ledger, Onion Skin)—Whiting-Plover Paper Co., Stevens Point, Wis.
 ★POLAR (Book)—Oxford Paper Co., 230 Park Ave., New York 17, N. Y.
 POLYCHROME (Book)—Appleton Coated Paper Co., Appleton, Wis.
 PORCELAIN (Blotting, Book)—Wrenn Paper Company, Middletown, Ohio
 ★PORCELAIN (Bristol)—Strathmore Paper Co., West Springfield, Mass.
 PORTHOS (Cover)—United Mfg. Co., 108 Birnie Ave., Springfield 7, Mass.
 PORT HURON (Cover)—Port Huron Sulphite & Paper Co., Port Huron, Mich.
 PRESTIGE (Onion Skin)—Esleek Mfg. Co., Turners Falls, Mass.
 ★PRINTCRAFT (Waterproof)—Detroit Sulphite Pulp & Paper Co., 9125 W. Jefferson Ave., Detroit 17
 PRINTFLEX (Book, Cover)—Dill & Collins, Inc., 230 Park Ave., New York 17, N. Y.
 PRISMATIC (Blotting)—Standard Paper Mfg. Co., Richmond, Va.
 ★PROCESS PLATE (Book)—Mead Sales Co., Inc., 230 Park Ave., New York 17, N. Y.

★PRODUCTION GLOSS (Book)—Consolidated Water Power & Paper Co., Wisconsin Rapids, Wis.
 PROSPERITY (Book)—Kalamazoo Vegetable Parchment Co., Kalamazoo 99, Mich.
 PROVENWORTH (Duplicator)—P. H. Glatfelter Co., Spring Grove, Pa.
 PUBLICATION (Litho)—Miami Valley Coated Paper Co., Oxford Road, Franklin, Ohio
 PURE LINEN (Writing)—Whiting Paper Co., Holyoke, Mass.



QUALITY, EAGLE A (Bond), Duplicator, Ledger, Mimeograph, Onion Skin—American Writing Paper Corp., 9 Main St., Holyoke, Mass.
 QUEEN (Bristol)—Linton Bros. Co., 22 Rollstone St., Fitchburg, Mass.



RAMNEY (Announcement, Cover, Envelope, Text)—Lineweave, 21 Cypress St., Springfield 2, Mass.
 RAPIER (Onion Skin)—Brownville Paper Co., Brownville, N. Y.
 RA-SILK (Onion Skin)—Kalamazoo Vegetable Parchment Co., Kalamazoo 99, Mich.
 RAVELSTONE (Bond, Ledger)—Keith Paper Co., Turners Falls, Mass.
 RAYON (Book)—Miami Valley Coated Paper Co., Oxford Rd., Franklin, Ohio
 REALITY (Decalcomnia, Gummed Label, Gummed Offset)—Mid States Gummed Paper Co., 2513 S. Damen Ave., Chicago 8, Ill.
 RECORD (Ledger)—Whiting Paper Co., Holyoke, Mass.
 RECORD (Blotting)—Wrenn Paper Co., Middletown, Ohio
 RED CORE (Cloth-Lined, Gummed Hollands, Gummed Tape, Waterproof)—Rexford Paper Co., 1715 W. Canal St., Milwaukee 3, Wis.
 ★RED STREAK (Gummed Tape)—Brown-Bridge Mills, Inc., Troy, Ohio
 RELAY (Onion Skin)—Valley Paper Co., Holyoke, Mass.
 RELIANCE (Blotting)—Albemarle Paper Mfg. Co., Richmond, Va.
 RESEARCH (Bond)—Carew Mfg. Co., Hadley Falls, Mass.
 RESISTALL (Ledger)—L. L. Brown Paper Co., Adams, Mass.
 RESOLUTE (Ledger)—Neenah Paper Co., Neenah, Wis.
 REX (Book)—Rex Paper Co., Kalamazoo, Mich.
 RHODES (Book)—Fitchburg Paper Co., 642 River St., Fitchburg, Mass.
 ★RHODODENDRON (Cover)—Strathmore Paper Co., West Springfield, Mass.
 RICHOLD (Book)—Dill & Collins, Inc., 230 Park Ave., New York 17, N. Y.
 RICHGLOSS (Book)—Dill & Collins, Inc., 230 Park Ave., New York 17, N. Y.
 RIEGEL'S (Board, Bristol, Manila, Waxed)—Riegel Paper Corp., 342 Madison Ave., New York 17, N. Y.
 RISING (Bond, Bristol, Duplicator)—Rising Paper Co., Park St., Housatonic, Mass.
 RIVERDALE (Cover)—American Writing Paper Corp., 9 Main St., Holyoke, Mass.
 RIVERSIDE (Bristol)—Franklin Paper Co., Third Level Canal, Holyoke, Mass.
 ROCKET (Book)—Bryant Paper Co., 2030 Portage St., Kalamazoo 29F, Mich.
 ROLLSTONE (Bristol)—Linton Bros. Co., 22 Rollstone St., Fitchburg, Mass.
 ROSCOLENE (Transparent)—Rosco Laboratories, 367 Hudson Ave., Brooklyn 1, N. Y.
 ROSE PETAL (Wedding)—Keith Paper Co., Turners Falls, Mass.
 ★ROTO PLATE (Gravure & Rotogravure)—Kimberly-Clark Corp., Neenah, Wis.
 ROYAL (Blotting)—Wrenn Paper Co., Middletown, Ohio
 ROYAL (Book, Bristol, Cover)—Watervliet Paper Co., Watervliet, Mich.
 ROYAL WORCESTER (Blotting)—Standard Paper Mfg. Co., Richmond, Va.
 ★RUMFORD (Book, Litho)—Oxford Paper Co., 230 Park Ave., New York 17, N. Y.



SAFETY (Check, Bank Note, Safety)—George LaMonte & Son, Nalley 10, N. J.
 SAFETY (Bristol)—Perfect Safety Paper Co., 102 Winter St., Holyoke, Mass.
 ★SALES AID (Cover)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.
 ★SARATOGA (Book)—International Paper Co., 220 E. 42d St., New York 17, N. Y.
 ★SATIN-REFOLD (Book, Cover)—Champion Paper & Fibre Co., Hamilton, Ohio
 SATURN BOOK (Book)—Crocker, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.
 ★SAXON (Bristol)—Strathmore Paper Co., West Springfield, Mass.
 ★SAXONET (Text)—Strathmore Paper Co., West Springfield, Mass.
 SCOTCH (Ledger)—Parsons Paper Co., Holyoke, Mass.
 ★SCRIPTIC (Mimeograph)—Champion Paper & Fibre Co., Hamilton, Ohio
 SEA FOAM (Onion Skin)—Brownville Paper Co., Brownville, N. Y.
 SELF SEAL (Envelope)—U. S. Envelope Co., 21 Cypress St., Springfield 7, Mass.
 SERVICE (Check, Bank Note, Safety)—Gurney Security Paper Co., Inc., 66 Front St., Brooklyn 1, N. Y.
 SERVICE (Litho)—Watervliet Paper Co., Watervliet, Mich.
 SHADOWMOULD (Text)—Hurlbut Paper Co., South Lee, Mass.

SHEERLEAF (Onion Skin)—Chemical Paper Mfg., Foot of Jackson St., Holyoke, Mass.
 SHELBY (Bond)—Keith Paper Co., Turners Falls, Mass.
 SHIRLEY (Tympen)—Hollingsworth & Vose Co., 60 Battery March St., Boston 2, Mass.
 SIGNAGRAPH (Mimeograph)—Standard Paper Mfg. Co., Richmond, Va.
 SIGNATURE (Mimeograph)—P. H. Glatfelter Co., Springfield, Pa.
 SIGNATURE (Text, Writing)—Worthy Paper Co., West Springfield, Mass.
 SILVERLEAF (Onion Skin)—C. A. Hubbard Paper Co., Box 586, Kalamazoo 99, Mich.
 SILVERRIPPLE (Onion Skin)—C. A. Hubbard Paper Co., Box 586, Kalamazoo 99, Mich.
 SILVERWING (Onion Skin)—Port Huron Sulphite & Paper Co., Port Huron, Mich.
 *SKYTONE (Book, Cover)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.
 *SMOOTHTEX (Text)—Strathmore Paper Co., West Springfield, Mass.
 SNOWHITE-STIKTITE (Box Covering)—Fitchburg Paper Co., 642 River St., Fitchburg, Mass.
 SOREX (Manila, Tag)—Sorg Paper Co., Middletown, Ohio.
 SPECIAL (Litho)—Crocker Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.
 *SPECIALTY (Wrapping)—Eastern Corp., Bangor, Me.
 SPHEREKOTE (Tympen)—Minnesota Mining & Mfg. Co., 900 Fauquier Ave., St. Paul 6, Minn.
 SPOTLIGHT (Cover)—Wheelwright Papers, Inc., 230 Park Ave., New York 17, N. Y.
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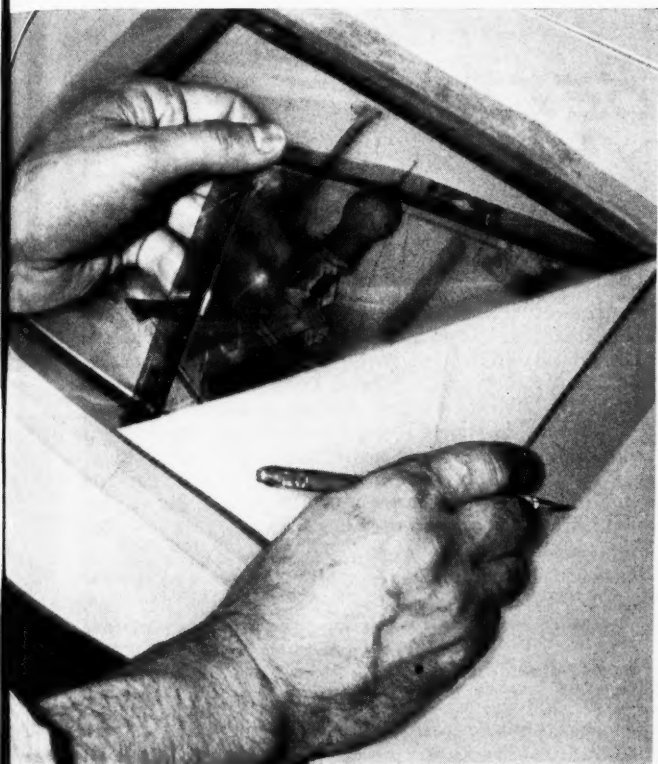
By Fred W. Hoch. Shows how to perform every kind of press makyready and running requirement. 26 illustrations, 24 charts, 1,085 indexed cross references; 6 by 9¼ inches; 236 pages.

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For Superior Printing Quality in Line and Halftone Plates...**KODALITH** and **KODALINE STRIPPING FILMS**



(Left) Easily stripped from the support and (right) adapted to complicated insert work.

Kodalith and Kodaline Stripping Films eliminate for the photomechanical cameraman the time-consuming wet-plate pre-exposure operations of glass cleaning, "sub" coating, collodion coating, and silver nitrate dipping.

While each individual wet plate, after preparation, must be exposed immediately, Kodalith and Kodaline Stripping Films have reasonably long life. Wet-plate exposures must be completed quickly before drying affects sensitivity. With Kodalith and Kodaline Stripping Films, multiple exposures can be given over a considerable interval, with no loss of sensitivity.

The thin wet-plate image must be intensified—usually more than once—by bleaching and blackening, followed by reduction operations. With Kodaline and Kodalith Stripping Films, only a

single development to proper density is required, in prepared, conveniently packaged developer and fixer.

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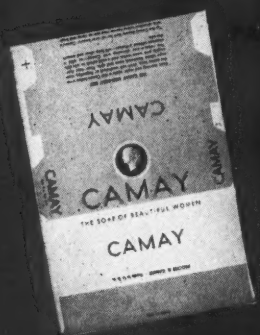
Manufactured under rigidly controlled conditions, backed by Kodak's extensive research facilities, Kodalith and Kodaline Stripping Films have dependably uniform exposure factors, and are not, like the collodion wet plate, subject to the numerous variations of one-at-a-time hand production.

Kodalith and Kodaline Stripping Films are available from your Kodak Graphic Arts dealer. For information concerning these films, see him, or write to Rochester.

GRAPHIC ARTS DIVISION

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

Kodak



CHAMPLAIN ROTOGRAVURE DID THESE...

**FASTER!
BETTER!
CHEAPER!**



Clear, colorful, accurate work, produced speedily, economically, with extreme simplicity of operation, is the inherent advantage of rotogravure. Now, *standard* Champlain Rotogravure Presses bring you even *greater speed... better work at even greater economy.* They deliver rewound or sheeted—or, at your option, directly to standard Champlain units for slitting, punching, embossing, scoring, applying glue, or perforating in a continuous in-line operation! Here are the Champlain features that speed printing and fabrication on so many kinds of work:

● **"SPEEDRY"**... a fully enclosed ink fountain permits the use of highly volatile, fast-drying inks—a superior method of ink application exclusive with Champlain on presses for these types of work.

● **LO-TEMP DRIERS**... dry ink at amazingly low temperatures, using a high velocity balanced air system.

● **360 DEGREE RUNNING REGISTER CONTROL**... push button control corrects color register instantaneously. Or, *automatic* registration can be provided with Registron, Champlain's electric eye control for maintaining hairline register at high speeds.

● **CONTROLLED IMPRESSION REGISTER**... electric and hydraulic control maintains uniform pressures—high or low—to fractions of a pound.

● **UNIQUE BREAKER ROLL DESIGN**... allows raising or lowering of impression roller without disturbing web tension or register.

Champlain Rotogravure Presses are already demonstrating their mechanical precision in the production of many nationally known wrappers and labels. They are suitable for many commercial printing jobs as well. Let Champlain Rotogravure Presses do *your* multi-color printing too... faster, better, cheaper.

CHAMPLAIN COMPANY, INC., 88 LLEWELLYN AVE., BLOOMFIELD, N. J.



ALL PRICES ARE NOT UP



A CHALLENGE HI-SPEED QUOIN

**costs about the same today
as in 1932!**

That's something you can't say about many things these days—particularly a product that's made of rust-proof plated steel with working parts of special quality tool steel. But Challenge ingenuity and a big demand have kept prices down.

Yet no matter what the cost, the important fact is that Challenge Hi-Speed Quoins save 70 to 80% on regular lock-up time. Two of these self-contained units do the work of 4 to 8 ordinary quoins and insure an absolutely square lock-up with direct expansion—a point at a time. These quoins are self-locking . . . no slippage . . . no reglets . . . no work-ups. Accurate register is assured by the easy-to-read indicator when unlocking and relocking forms for changes.

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Try a set of 5 Hi-Speed Quoins . . . Two 7½", two 9" and one 12" with one Hi-Speed Quoin Key will handle any form from 8x12 to 22x26 inches. You will be convinced that it pays to use only Challenge Hi-Speed Quoins! Made in 3, 4½, 6, 7½, 9, 10½, and 12-inch lengths . . . 48 pts., closed; 60 pts., expanded. See your dealer or write for information.

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300

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Quick Reference Guide 26 CHRISTENSEN-DEXTER Basic Machines for...

FEEDING—CHRISTENSEN CONTINUOUS STREAM FEEDER—For flat bed, rotary and offset presses and varnishing machines where high speed is essential.

DEXTER CONTINUOUS RELOADING CARDBOARD FEEDER—Will feed cardboard up to forty point thickness, to any make flat bed or rotary press, cutter or creaser, and to certain offset presses, in sheet sizes up to the maximum capacity of press.

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CHRISTENSEN STITCHER FEEDER—for inserting and stitching saddle-bound catalogs and periodicals.

MARTIN ROTARY GATHERER, STITCHER AND COVERER—For gathering signatures of books prior to other binding operations; and for gathering, side-stitching and covering magazines.

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—For label cutting, booklet trimming, singly or in multiple form—and cutting gang work.

FOLDING—CLEVELAND FOLDING MACHINES

—For circulars, greeting cards, booklets singly or in gangs, catalogs, publications, etc. Seven models covering every bindery requirement and handling sheets from 3 x 4" to 42 x 62".

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—For all types of varnishing jobs.

SORTING—DEXTER SORTING MACHINE

—For paper mills. Speeds production and eliminates waste motion in coated paper and bond finishing rooms.

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—For all types of sheet bronzing.

Dexter & Christensen Machines

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are sold and serviced by

DEXTER FOLDER COMPANY, General Sales Offices
330 West 42nd Street, NEW YORK 18, N. Y.

DEXTER Machines are built by
Dexter Folder Company of Pearl River, N. Y.

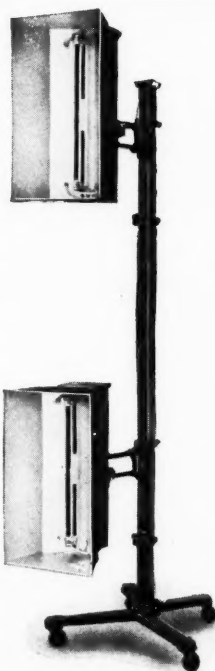
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B1D5

CAMERA LAMPS (double deck)

- **FULL 12" TRIM**—only necessary to trim once. Carbons coaxially arranged (not at an angle); arc always at focal point of reflector. Even light.
- **GREAT VERSATILITY**—move lamps up or down, from side to side. Tilt lamps up or down. Use for large copy—direct work—color work.
- **NONSPOT REFLECTORS**—with facets designed to throw light up and down instead of horizontally. Better light distribution.



*Speedy,
Efficient Light*

Ideal for Large Color Work

**AND NOW—here is the new
COLOR PRECISION INSTRUMENT:**



The Macbeth Transparency
CHROMOCRITIC

designed to register and reproduce specified color temperature.

Write for literature

MACBETH ARC LAMP CO.
875 No. 28th St. Philadelphia 30, Pa.

How I Added Another Story to My Plant



And Found An Amazing Way To Cut My Handling Costs \$40,153.72

It was a lucky day for me when I decided to have an ATCO Specialist come in and survey my material handling costs. I did so at the invitation of his company, when I read one of their advertisements promising a 50% cut in material handling costs.

It sounded fantastic then, but I'm here to tell you they not only delivered enormous material handling savings for our company, but made it possible for us to add another story to our plant ABSOLUTELY FREE!

This was accomplished by a moderate investment in Automatic Electric Trucks. These miracles

of electric power move, lift and stack many thousand pounds of material daily, from receiving through shipping.

They do double duty, too, for they stack to ceiling heights — gave us the equivalent of an extra story in our plant by using free air space from floor to ceiling.

Now, with just one man at the controls, three to four men required for the same manual moving and lifting operation, are released for more productive work. Labor welcomes these mechanized electric material handlers. And no wonder. It ends for them gruelling, back-breaking manual handling.

For me, it has saved our business \$40,153.72 in one year. And we enjoy an extra bonus of increased production, more free storage space . . . in fact, another story to my plant . . . No wonder I say, "Let an ATCO Specialist survey your handling methods and costs." There is no obligation. Send the coupon.



AUTOMATIC TRANSPORTATION COMPANY

DIV. OF THE YALE & TOWNE MFG. CO.

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Please mail me, without cost, complete facts on how I can cut my material handling costs with Automatic Electric Trucks.

() Have an ATCO Specialist make a free survey of my material handling methods and costs.

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City Zone..... State.....

MANUFACTURERS OF THE FAMOUS TRANSPORTERS, TRANSTACKERS, AND SKYLIFT ELECTRIC TRUCKS

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155



Photograph is of paper
sculptured figure by Mary Hillson
in colors with Waterfalls
thin rigid Forms Papers

They're epidemic in any business office when reference sheets, manuals, catalogs, and the like, used daily, begin to turn yellow, crack, or fade. Or when type or lines show through from the other side of a sheet. Or when fine typography is rendered almost illegible by ink spreads.

Waterfalls Microsized* Offset Book Paper avoids these headaches. It is strong, durable, opaque; its finish has an affinity for lithographic inks, is highly resistant to moisture. For printing quality, Waterfalls Microsized Offset Book compares favorably with the best of other offset papers.

***Microsizing** is the new finishing process, by which a mineral emulsion made up of microscopically small globules, is deposited on the paper forming a smooth, white printing surface.

Made by

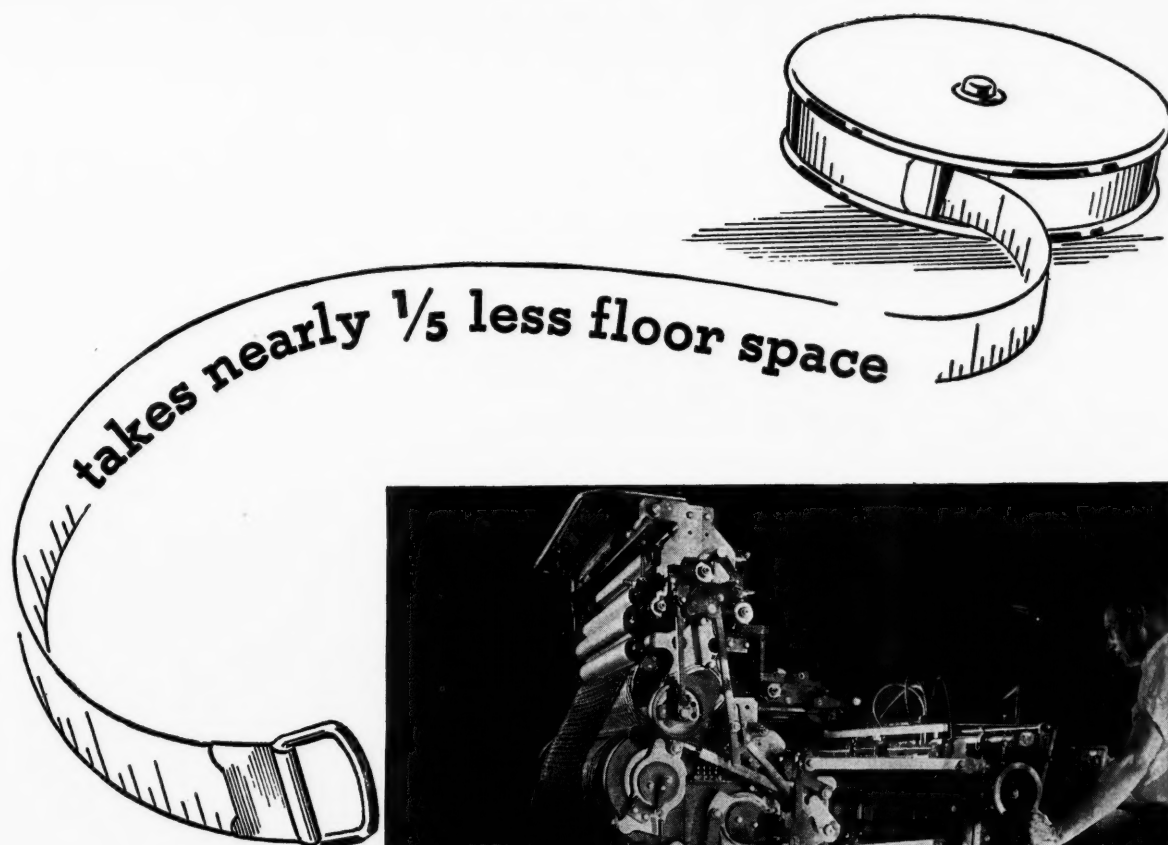
Paper Corporation of America

Empire State Building, New York 1, N. Y.

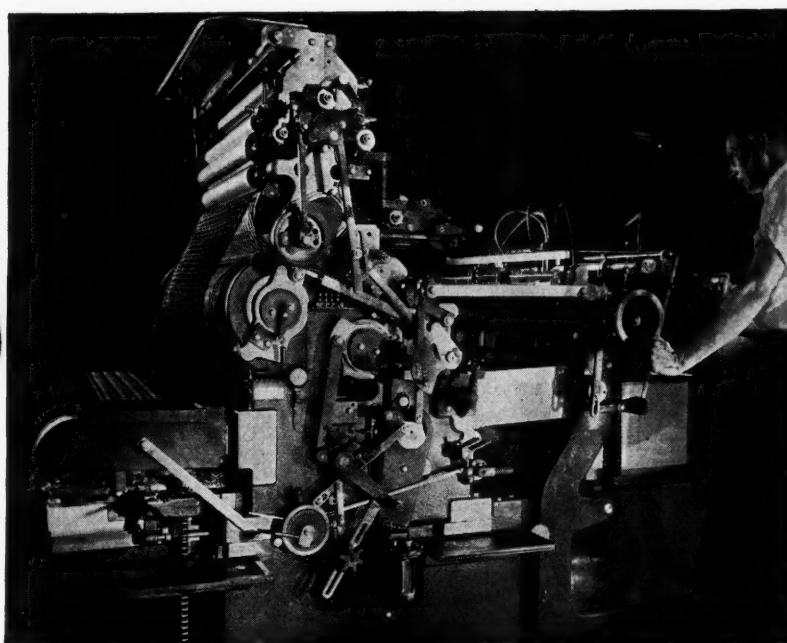
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Send for our booklet, "Business Forms Design and Standardization"—a comprehensive manual on design, prepared by a recognized authority.

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The NEW
Improved



ATF BIG CHIEF OFFSET PRESS

More than seven square feet are saved by putting the main drive motor under the press. Adding a step plate at the right of the delivery and a hand rail around the ink fountain increase accessibility. So does hinging the inner conveyor paper guides . . . makes it easier to take paper off the feed table. Spring caps and hold-downs on the top clamping rollers . . . hardened seats for plate-adjusting set screws . . . inside cylinder gears ground and all others shaved . . . these all make for greater accuracy. There are many more new features that make the ATF Big Chief unique for the finest quality production at the utmost economy of time and labor.

The ATF Big Chief, Chief, and Little Chief are made to handle run-of-the-hook work in sheet sizes up to 22½x29, 17½x22½, and 14x20 inches, respectively. ATF also has modern and efficient platemaking equipment and its own precision cameras . . . everything you need from darkroom to pressroom.

Ask your ATF Salesman, or write to us for commercial samples of actual runs on the ATF Chiefs.

American Type Founders

200 Elmora Avenue, Elizabeth B, New Jersey



When Writing These Advertisers, Please Mention THE INLAND PRINTER

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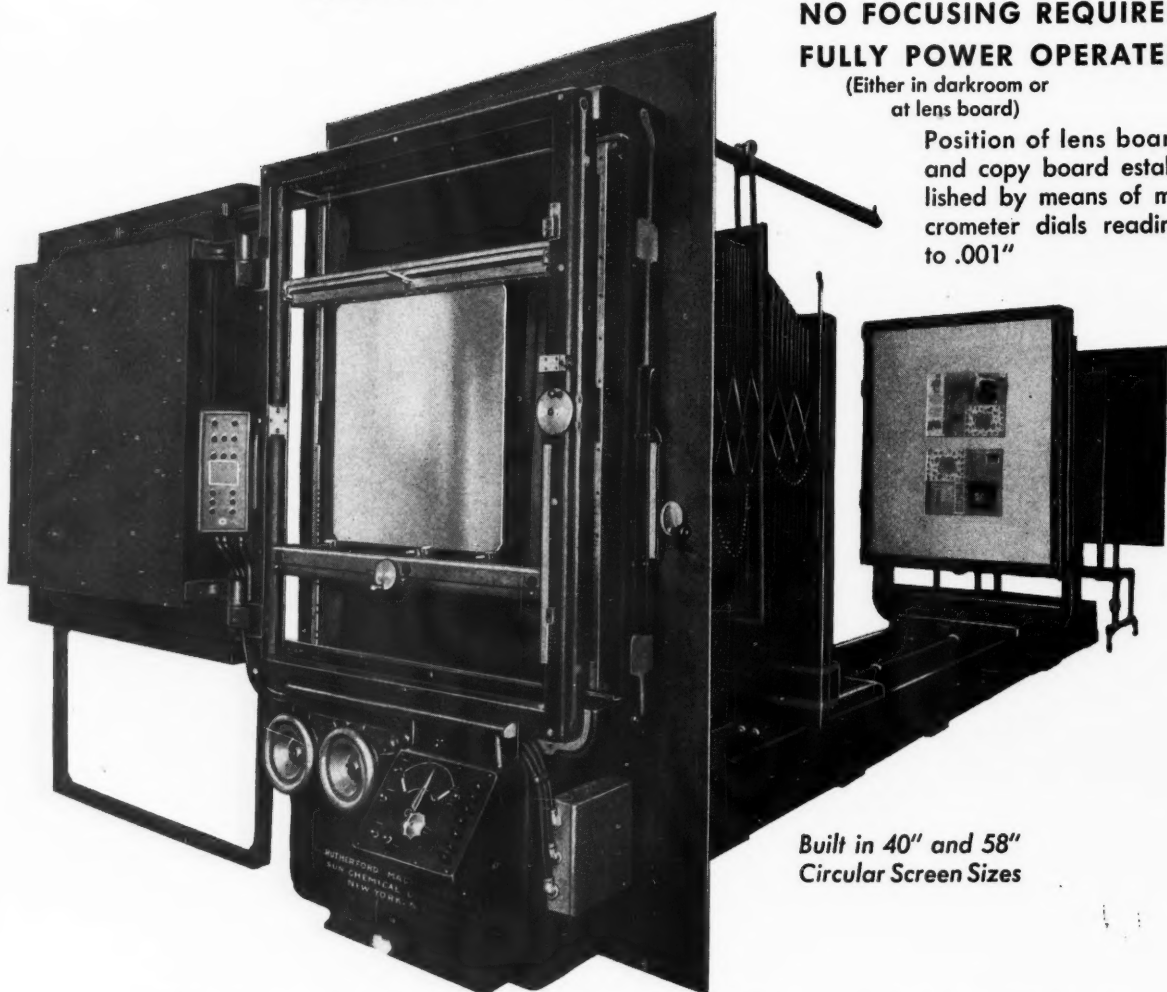
RUTHERFORD'S

new PRECISION COLOR CAMERA

**NO FOCUSING REQUIRED
FULLY POWER OPERATED**

(Either in darkroom or
at lens board)

Position of lens board
and copy board estab-
lished by means of mi-
crometer dials reading
to .001"



*Built in 40" and 58"
Circular Screen Sizes*

- Removable glass covered copy board —
- Removable two-piece wooden copy board —
- Transparency holder with adjustable masking curtains — (transparency automatically centered and lined-up horizontally)
- Arc lamps and diffuser travel with copy stand —
- Interchangeable lenses —
- Electrically operated shutter (*Luxometer optional*) —
- Rotary holder for filters and compensating glasses —
- Negative centering device —
- Screen storage rack —
- New design screen — distance control —
- Suction film holder —
- Multiple negative attachment (*Optional*)

RUTHERFORD MACHINERY
DIVISION



Main Office
100 SIXTH AVE., NEW YORK 13, N. Y.
Factory
EAST RUTHERFORD, NEW JERSEY

**3**

Vital Reasons WHY THEY CONSISTENTLY PRODUCE **BETTER PRINTING**

- ①** expertly manufactured
- ②** factory pre-conditioned
- ③** scientifically cured

ALL SYNTHETIC
RUBBER ROLLERS
COMPOSITION ROLLERS
LITHOGRAPH ROLLERS
MAKEREADY PASTE
PADDING GLUE

You can't beat AMERICAN SYNTHETIC RUBBER ROLLERS for newspaper, magazine, rotary and offset presswork. And AMERICAN COMPOSITION ROLLERS have no peer for general all-around printing production. Expert manufacturing methods are the answer. Our Scientific Curing Room for all AMERICAN rollers . . . and our modern Conditioning Room for High Speed rollers . . . are the last word in positive quality control. Here long life is imbedded in each roller . . . extra durability is predestined . . . and better press performance is certified. There's no guesswork . . . it's all scientific, automatic, positive. That's why these rollers excel . . . it's why they're so widely favored . . . and it's why you, too, will like them better. Order a set and see for yourself.

AMERICAN ROLLER COMPANY

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American **COMPOSITION** **LITHOGRAPH** **SYNTHETIC RUBBER** **Rollers**

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THE OPPORTUNITY THAT IS TOMORROW...

A boy and girl romp in the snow . . . a church bell peals its invitation. Wherever the heavens cover the earth, it's 1948, and mankind is re-inspired by anticipation of the New Year.

Ahead lies the opportunity that is part of change . . . above all, the opportunity for all nations to dissolve their differences and face tomorrow in a spirit of friendly tolerance.

Isn't it interesting that printing plays such an important role in affirming the bonds of friendship? For it is through the printed word that we are able to express the warmth of our personalities . . . from person to person, from nation to nation. Indeed, aside from oral utterance, the printed word remains the most effective form of communication between men.

If you have a message to communicate, depend on the papers of West Virginia Pulp and Paper Company, brought to a high point of excellence through years of research, to give it a quality setting. For current news of paper and printing, be sure that you receive a copy of Westvaco Inspirations for Printers No. 168. Its pages mirror the current advertising achievements that appear in the national publications, and its cover carries the "New England Church" painting by Ernest Fiene reproduced here. A copy of this issue No. 168 may be had, without charge, by writing or phoning your nearest Westvaco distributor, or any of the company addresses listed here.

THE COVER ARTIST

Ernest Fiene, born in the Rhineland in 1894, began the serious study of art there at the age of twelve, completing his studies at the National Academy of Design, Art Students League and the Beaux Arts Institute. It was the Whitney Club which gave Fiene his first one-man exhibition; sixteen one-man exhibitions in New York and other large American cities have followed. A year in Brittany and Paris, another Guggenheim Fellowship year studying frescoes in Italy, and Fiene settled in New York's Carnegie Hall Studios. Scores of art museums throughout the world exhibit his paintings.

WEST VIRGINIA PULP AND PAPER COMPANY



230 PARK AVENUE, NEW YORK 17
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PUBLIC LEDGER BUILDING, PHILADELPHIA 6
503 MARKET STREET, SAN FRANCISCO 5



PAINTING: NEW ENGLAND CHURCH
ARTIST: ERNEST FIENE
COLLECTION: ASSOCIATED AMERICAN ARTISTS, INC.

WESTVACO INSPIRATIONS FOR PRINTERS 168

for consistently better printing...
MAKE YOUR SELECTIONS FROM
THIS ALL-*INK*CLUSIVE LINE

with that **SLEIGHT** difference

We manufacture a complete line of
SMICO STANDARD INKS for

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Offset Lithography

Four and Five Color Rotary Process

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Decalcomania

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Newspaper Colors

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Bread Wrappers

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Gloss Fibre

Corrugated

Glassine

Cellophane

Art Mat

Butter Wrappers

A Complete line of Specialty Inks

Bronze and Metallic Inks

Smicolite Colored Inks

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Smico Gloss Overprint Varnishes

Smico Gloss Inks in all Colors

Ink Adjuster

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Driers and Compounds

COUNT ON SMICO INKS for any and every printing process and purpose. Irrespective of the type of your job, you can make your selection from the accompanying list with every confidence that the quality of the finished work will reflect that notable **SLEIGHT** difference which for so many years has distinguished the performance of SMICO Printing and Lithographic Inks. • In the event that your printing problem is especially complex and beyond the range of standard inks, let the SMICO Laboratories work out the correct solution. Decades of brilliant experience are here for you in the services of our noted corps of highly expert ink technicians. Write us your ink problems.

• **NOTE:** In ordering inks, please describe the surface to be printed and send a sample, if possible. Also, mention the kind of press, nature of the job and what is expected of the ink.



• **SLEIGHT METALLIC INK COMPANIES Inc**

NEW YORK PHILADELPHIA WASHINGTON CLEVELAND CHICAGO MILWAUKEE KANSAS CITY FORT WORTH LOS ANGELES



IT TAKES A

Stand Out Cover

TO STAND UP ON

HARD-WORKING CATALOGS

DETROIT EMBOSSED is that kind of cover stock. It not only has good looks and quality appearance, but it has the strength and toughness to "stand up" under the long, constant use to which hard-working catalogs are subjected. Its strength and durability come from cooking the long, hardy fibers of pure sulphite pulp the Mitscherlich way. This slow, thorough cooking preserves the fibers of the pulp and provides an unusual degree of strength and toughness to the sheet.

It's a "stand-out" cover that will take long, hard use in stride, will wear and wear, and retain its original beauty over a long period of time. Specify DETROIT EMBOSSED — for years first choice of advertisers and printers alike for covers that must combine enduring beauty, strength and ruggedness.

DETROIT *Embossed* **COVER**

IS ONE OF THE MANY FAMOUS PAPERS OF

DETROIT
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PULP AND PAPER COMPANY
DETROIT 17, MICHIGAN

flat as a pancake gummed paper

Just good paper, good glue and plenty of it...
Its fine qualities will speed up
your work...IT STAYS FLAT!

THE BROWN-BRIDGE MILLS, INC., TROY, OHIO

... offers gummed papers for all regular and special applications in a complete range of colors and finishes. Consult the Brown-Bridge distributor in your territory. He's listed below.



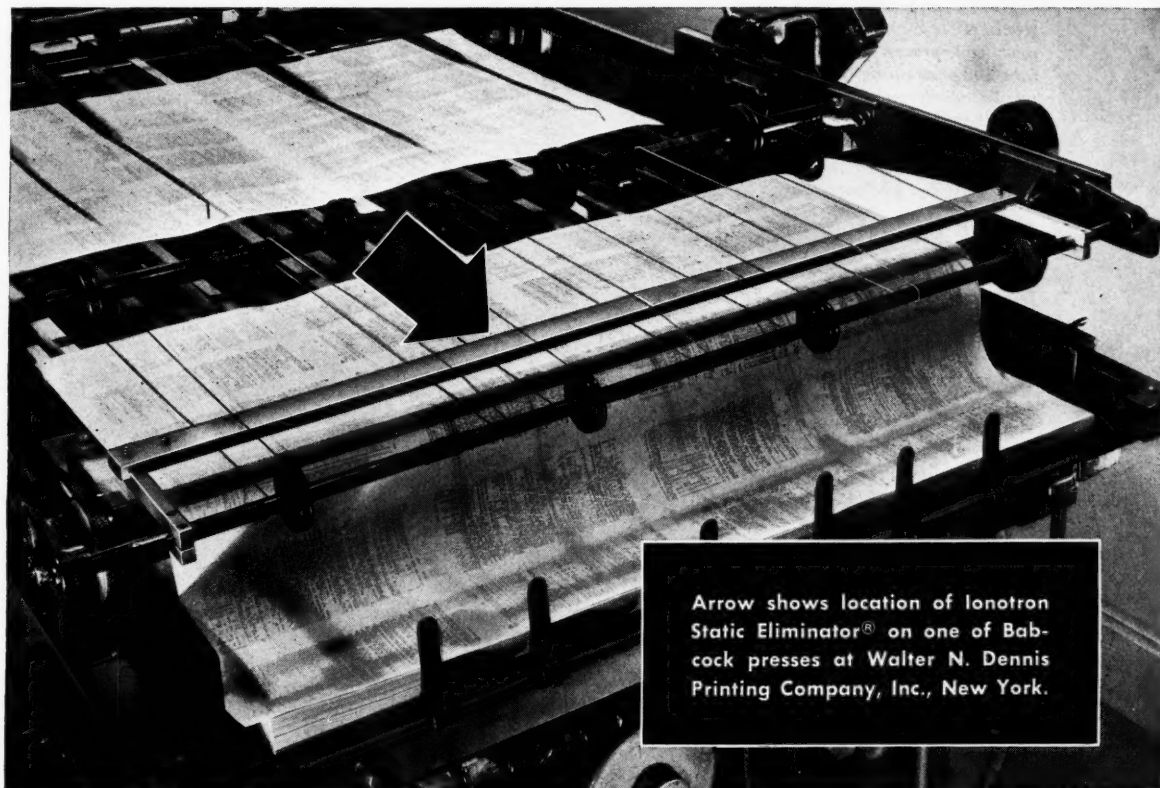
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Point Paper Products Co.—202 N. Second St.
TAMPA, FLA.
E. C. Palmer & Co., Ltd.—302 N. Willow St.
TERRE HAUTE, IND.
Mid-States Paper Co., Inc.—517 N. 13th St.
TOLEDO, OHIO
Paper Merchants, Inc.—607 Michigan St.
TULSA, OKLA.
Taylor Paper Co., P. O. Box 2448
WASHINGTON, D. C.
Virginia Paper Co., 933 "D" St., N.W.
WICHITA, KANSAS
Southwest Paper Co.—140 N. Mastley St.
CANADA
EDMONTON, ALTA.
Clark Bros. & Co., Ltd.—10262 107th St.
MONTREAL, QUE.
Kruger Paper Co., Ltd.—941 Inspector St.
REGINA, SASK.
Clark Bros. & Co., Ltd.—1166 Broad St.
SASKATOON, SASK.
Clark Bros. & Co., Ltd.—P. O. Box 1339
TORONTO, ONT.
Blake Paper Co., Ltd.—112 Yonge St.
WINNIPEG, MAN.
Clark Bros. & Co., Ltd.—48-50 Charlotte St.
FOREIGN AGENT
Ramey, Scott & Co.—5005 Euclid Ave.
Cleveland, Ohio
*New distributors are added from time to time. If you do not find one in your locality listed here, write us for current information.

"flat as a pancake" proofing sample kits are available at your distributors...

STATIC TROUBLES ELIMINATED!



Arrow shows location of Ionotron Static Eliminator® on one of Babcock presses at Walter N. Dennis Printing Company, Inc., New York.

Ionotron reduces operating problems, improves work and pressroom conditions

More and more printers are finding that Ionotron Static Eliminators are a positive solution to production problems caused by static electricity. Doubleday & Company, Milprint, Inc., and others have learned that — with Ionotrons installed — paper delivers properly, jogging is uniform, fire hazards are reduced. Often presses can be run at higher speeds, with crisper, cleaner impressions, fewer stoppages, and less waste. Pressmen and operators can work in greater comfort, with-

out excessive heat from gas bars and without danger of shock.

How It Works

The Ionotron consists of a thin strip of metal foil, containing a source of continuous alpha radiation, which is mounted in a bar-shaped housing. The radiation ionizes air in the trouble zone, and the ionized air conducts static to the bar — thence to ground.

The Ionotron requires no power connection — no accessories. There are

no moving parts — no contact with presswork — no operating cost. It is safe — and permanent!

Ionotrons are easy to install on rotary, flat bed, offset, or roto presses, and sheeters.

Free Bulletin Gives Details

If static is a cause of trouble in your shop, you'll find profitable reading in the bulletin entitled "Ionotron Static Eliminator Applied to Printing Presses". The coupon below will bring your copy by return mail.



*Dept. G3, U. S. Radium Corp., 535 Pearl Street, New York 7, N. Y.

Please send Bulletin 8.3 to:

Name _____ Title _____
Company _____
Address _____
City _____ Zone _____ State _____

*Inquiries from Canada and British Commonwealth should be addressed to Eldorado Mining & Refining (Canada), Ltd., Ottawa, Ontario, Canada.

When Writing These Advertisers, Please Mention THE INLAND PRINTER



No offset, sticking, or pickling. Heavy forms, multi-color and process printing, gloss inks and press varnish regardless of number of impressions sprayed, can be run efficiently at a fraction of the cost of other methods. Your press is not affected by the spray, eliminating costly wash-ups and press delays.



No fog or mist. No mess or dirt to coat your entire plant. CRAIG DRI-SPRAY is controlled to a minimum amount that's just right for the job. No exhaust, no ventilating equipment, no costly maintenance.



No paper waste or spoilage. CRAIG DRI-SPRAY adds slip to paper, producing smooth, clean sheets in lifts much higher than previously possible. Paper is easier to feed, jog, handle and cut. Racking, winding, and other costly practices are greatly reduced.



No hazard or occupational illness. Thoroughly approved by graphic arts associations and unions, powder is non-toxic, non-injurious — developed exclusively for this spray. CRAIG DRI-SPRAY eliminates spray flying throughout the plant. Clean, healthy conditions are assured.



Simple method of operation. Dry air injected into lower half of spray tank creates cloud of filtered, dehydrated powder-laden air in dome. Controlled pressure carries cloud to small diameter spray tube placed transversely across press delivery, as close to printed sheet as delivery mechanism permits, and sprays dry powder on sheet.



• The New Non-Offset Spray •

PAYNE & CRAIG CORPORATION

Exclusive Sales Representatives

82 Beekman St. • New York, N. Y.

Distributors in principal cities



► Nationally approved on pressroom performance, the CRAIG DRI-SPRAY has been field tested in practical demonstrations under all conditions. The product of ten years of research, experimentation, and development, it has won the approval of printers and lithographers who have tried it.

For complete details on costs, installation, and operating specifications, write for our new booklet on the offset preventative CRAIG DRI-SPRAY.



Levelcoat advertisements appear in four colors in *Business Week*, *Nation's Business*, *United States News*, *Newsweek*, and *Fortune*.

Test your word knowledge of Paper and Printing



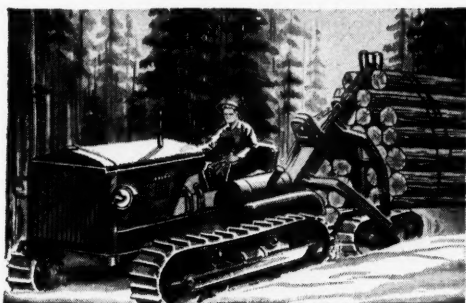
1. Monotone

- ☐ One-color printing
- ☐ Two-color printing
- ☐ Four-color process printing



2. Receptivity

- ☐ How paper takes and holds ink
- ☐ How paper absorbs moisture
- ☐ How paper receives coating



3. Cunit

- ☐ 100 cubic feet of pulpwood
- ☐ 100 reams of paper
- ☐ 100 tons of pulp



4. Italic Type

- ☐ Type styled after Petrarch's handwriting
- ☐ Type for printing only in Italian
- ☐ Roman type

ANSWERS

1 Monotone is the word to designate one-color printing. Whether you print in monotone or four-color letterpress, smooth, lustrous Levelcoat* printing papers give faithful, life-like reproduction. Levelcoat is uniform—ream after ream.

2 Receptivity or Ink Affinity is the term used to denote how printing paper takes and holds the ink. And you find this quality in a superlative degree in Levelcoat printing papers. Try one of these fine coated papers for your next printing job.

3 Cunit is 100 solid cubic feet of pulpwood. And to get the best available pulpwood for Levelcoat, Kimberly-Clark cuts its own vast sprucelands by forestry methods that assure the constant high quality of Levelcoat for years to come.

4 Italic Type is type styled in 1501 after the handwriting of Petrarch, father of the sonnet. And from one of Petrarch's sonnets comes this holiday wish for you—that "rich your harvest of fair things may be" throughout the year to come.

Levelcoat* PRINTING PAPERS

Levelcoat* printing papers are made in the following grades: *Trufect†*, *Kimfect†*, *Multifect†* and *Rotofect†*.

*TRADEMARK
†T. M. REG. U. S. PAT. OFF.



KIMBERLY-CLARK CORPORATION
NEENAH, WISCONSIN

1872—SEVENTY-FIVE YEARS OF FINE PAPERMAKING—1947

For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"



GRAPHIC ARTS
DIVISION



The Super PORTLAND PUNCHING MACHINE *and Equipment*

Here's a machine that will "punch a hole" in your punching requirements. For fast, dependable and economical performance, get a Southworth Super Portland!

Complete line of standard heads available, as well as perforating and tab-cutting attachments. Special heads made to order.

Literature and prices on request

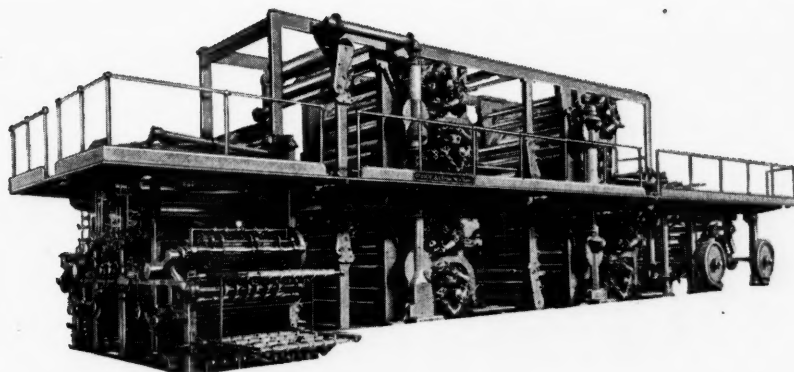
SOUTHWORTH MACHINE CO.
30 WARREN AVE. TEL. 4-1424 PORTLAND, MAINE

Exclusive Eastern Representatives

E. P. LAWSON CO., INC.

426 W. 33rd Street

New York 1, New York



meets the exacting demands

of today's magazine printing

Modern magazine production, more exacting than ever before, demands the finest printing quality, a wide variety of well-registered color, high speed and great productivity.

That HOE SUPER-PRODUCTION MAGAZINE PRESSES completely meet these requirements is attested by a most distinguished roster of users — a veritable *Who's Who* of the magazine field.

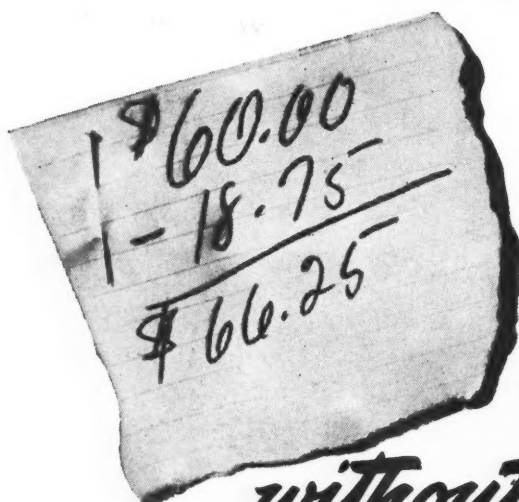
Hoe Magazine Presses — notable for clean-lined design, rugged construction and precision craftsmanship — offer smooth anti-friction operation, force-feed lubrication with oil-tight enclosures, and color-run flexibility — plus the unrivaled

Hoe folder, and well-known Hoe reel, running belt tension and full-speed web-splicing mechanism. We will welcome an opportunity to furnish you with further information.

R. HOE & CO., INC.

910 East 138th Street, New York 54, N. Y.
BRANCHES: BOSTON • CHICAGO • SAN FRANCISCO

Please Mention THE INLAND PRINTER When Writing to Advertisers



How 19,000 companies up take-home pay *without upping payrolls*

Can you deduct \$18.75 from \$60.00 and get \$66.25? Yes. And the way you can do it is mighty important to your company—and to the nation!

You start with \$60, representing someone's weekly take-home pay. You deduct \$18.75 for the purchase of a U.S. Savings Bond. That leaves \$41.25. But \$41.25 isn't what the worker takes home. He takes home \$41.25 *plus* a \$25 Savings Bond. Total (assuming he holds the Bond till maturity): \$66.25.

WHAT 19,000 COMPANIES HAVE LEARNED

In the 19,000 companies that are operating the Payroll Savings Plan for the regular purchase of Savings Bonds, employees have been more contented in their jobs—absenteeism has decreased—even accidents have been fewer!

Those are the "company" benefits the Plan provides, in addition to extra security for individual employees.

But the Plan has other, far-reaching benefits of basic importance to both your business and the national economy...

SPREADING THE NATIONAL DEBT HELPS SECURE YOUR FUTURE

The future of your business is closely dependent upon the future economy of your country. To a major extent, that future depends upon management of the public debt. Distribution of the debt as widely as possible among the people of the nation will result in the greatest good for all.

How that works is clearly and briefly described in the free brochure shown at the right. Request your copy—today—from your State Director of the U. S. Treasury Department's Savings Bonds Division.

ACTION BY TOP MANAGEMENT NEEDED

The benefits of regular Bond-buying are as important today as ever—but war-time emotional appeals are gone. Sponsorship of the Payroll Savings Plan by a responsible executive in your company is necessary to keep its benefits *advertised to your employees.*

Banks don't sell Savings Bonds on the "installment plan"—which is the way most workers prefer to buy them. *Such workers want and need the Payroll Savings Plan.*

Those are the reasons why it's important to make sure that the Plan is adequately maintained in your company.

The State Director will gladly give you any assistance you wish.

"The National Debt and You,"

a 12-page pocket-size brochure, expresses the views of W. Randolph Burgess, Vice Chairman of the Board of the National City Bank of New York—and of Clarence Francis, Chairman of the Board, General Foods Corporation. Be sure to get your copy from the Treasury Department's State Director, Savings Bonds Division.



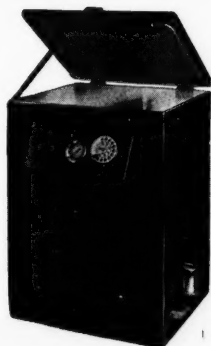
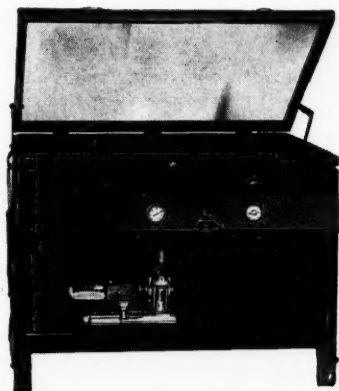
The Treasury Department acknowledges with appreciation the publication of this message by

THE INLAND PRINTER

This is an official U.S. Treasury advertisement prepared under the auspices of the Treasury Department and the Advertising Council



Are you contemplating OFFSET OR PHOTO-ENGRAVING PLATE MAKING



If so, it will pay you to investigate the modern up to date Douthitt Products. Cameras complete, Vacuum Printing Frames, Plate Whirlers, Contact Printers, Temperature Controlled Sinks for processing negatives, Camera and Lens Controls, Silvaloy Silver Bath Holders, Plate Developing Sinks, Ink-Up Tables and Plate Coolers—everything for the Plate Making Department, including chemicals and supplies.

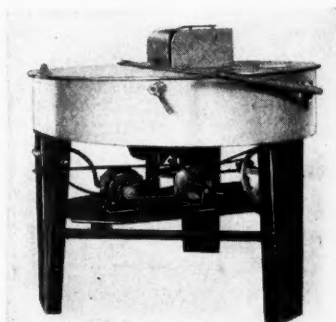
Designers and manufacturers of "Plate Making Equipment" for Lithography, Photo-Engraving, Photo Gravure, Silk Screen process and kindred arts.

We are always striving to make the most efficient and economical products for each individual operation.

Send for our catalog and look over our products before deciding to purchase any other.

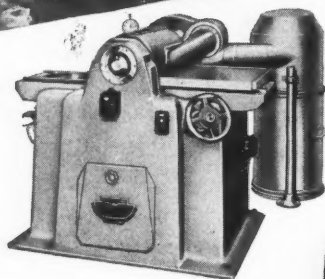
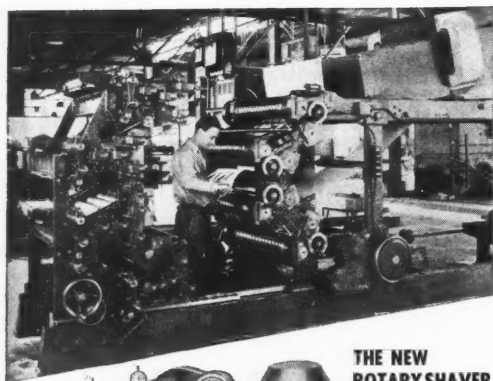


THE DOUTHITT CORPORATION



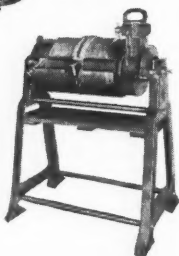
680 EAST FORT STREET, DETROIT 26, MICHIGAN

When Writing These Advertisers, Please Mention THE INLAND PRINTER



THE NEW ROTARY SHAVER

with less moving parts, for simplicity, accuracy, durability and safe operation. Controlled heights guaranteed within .001". For better printing plates, send for free illustrated folder.



THE NEW PLATE REGISTERING MACHINE

that registers plates swiftly, accurately, safely for little money. Send for free illustrated folder.

5 Simple Operations

that conspicuously reduce 4 to 6 color printing costs.

1. To make ready, unlock the ink carriage, turn hand wheel, step in, register plates, adjust ink roller or raise tympan sheet.
2. Lightning speed on all four color printing—625 to more than a thousand feet a minute, guaranteeing 100% hairline register.
3. Press button speed control. Full view ink fountains, with micrometer control, adjusted while the press is in motion.
4. Perfect hydraulic automatic rewind or sheet delivery.
5. Long, steady runs on glassine paper or stock up to 240 pound basis at unbelievably low maintenance costs.

SEND FOR FREE ILLUSTRATED BOOKLET

HESS & BARKER

Printing Press & Equipment Manufacturers

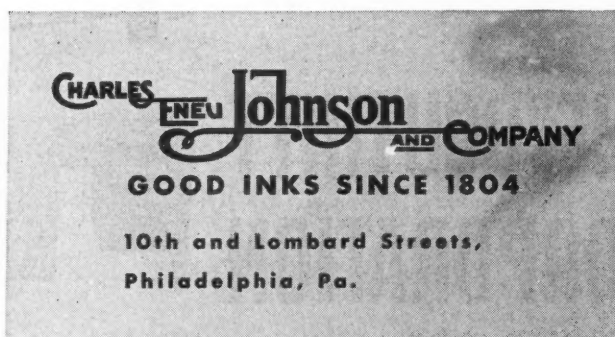
212-22 S. Darien St., Philadelphia 7, Pa.

Telephone: Pennypacker 4070

The **YOU** approach



As in the writing of good advertising copy, so it is in the manufacture of Johnson Inks: we keep foremost in mind the interests of our customers and prospects.



NEW YORK
CHICAGO
BOSTON
ST. LOUIS
CLEVELAND
DETROIT
BALTIMORE
KANSAS CITY
PITTSBURGH
ATLANTA
DALLAS

The LITTLE CHIEF REMELTER

It's a beauty! Sturdy and strong. Cool and collected. Collects and keeps all of the heat inside and cool as a cucumber on the outside. Fumes cannot escape while in operation. You can operate it in the Composing-room without discomfort.

Efficient? The Little Chief is built for continuous operation. It remelts, gas-fired, as much as 3000 lbs. in a work-day. Electrically heated (see illustration) 2500 lbs. in a work-day.

There isn't another remelting furnace for small and medium sized plants that comes within a mile of the Little Chief for efficiency and economy.

The complete unit shown here consists of a bottom-pour self-feeding Little Chief Electric Remelter equipped with patented leak-proof Jordan internal valve; thermostatic control; internal lighting for easy skimming; casting trough and Twin-four water-cooled mold that casts the Double-ear Slip-off ingot (while the upper cavities are being filled, the lower ones are cooling).

United American Metals Corp'n

AND AFFILIATED CORPORATIONS

SYRACUSE SMELTING WORKS, EXPORT DIVISION

200 Diamond Street, Brooklyn 22, N.Y. 4101 Curtis Avenue, Baltimore 26, Md. 2246 W. Hubbard Street, Chicago 12, Ill.
785 Bryant Street, San Francisco 7, Cal. 2448 E. 25th Street, Los Angeles 11, Cal.

Write for our illustrated catalogue describing our

Big Chief Remelters for large printing plants and daily newspapers; Twintype water-cooled molds that cast the Double-Ear Slip-off ingots (which do not stick in the mold); the Air-cooled Rollover mold that

dumps the ingot without lifting the mold; the Dumperin that loads the Big Chief Remelter automatically (no more back-breaking shovelling); the Jordan (single chain continuous) feeder for the Linotype,

Intertype, Monotype, Ludlow and Elrod (a far advance over all other feeders); Hytin; Stanogen dross reducer; Flux Stanlite and other needful United American developments.

"AS FINE A TYPE METAL AS IS MADE - UNITED AMERICAN"

For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"

173



a Silk Screen DEPARTMENT WILL STEP UP YOUR PROFITS

- More and more printers are putting in a silk screen department . . . it helps to hold customers, as well as adding to shop profits.
- The Silk Screen Process lends itself ideally to short run jobs, inexpensive colorwork, gold and silver printing, light colors and dark decalcomanias, etc.—on paper, cardboard, cellophane, book binder's fabrics, metal, glass or wood.
- For more than a quarter of a century we have specialized in manufacturing silk screen products. These include the famous **YELLOW LABEL** and **BLUE LABEL** Process Colors, Weatherproof Silk Screen Enamel, Silk Screen Lacquer, Cutters, etc.

Write our Service Department for free information on any job or phase of silk screen printing. If you do not have a NAZ-DAR Catalog, write for one.

THE NAZ-DAR COMPANY · 469-483 MILWAUKEE AVE., CHICAGO 10, ILL.

PRECISE PLATE MAKING Starts With This CRAFTSMAN Photo-Lith Table

YOU need a Craftsman Photo-Lith Table for **PRECISE** plate making. This one machine gives you the ability to perform quickly many painstaking, accurate operations essential to perfect plate making. You can get fast, perfect line-up, registering, negative and plate ruling, copy layouts, masking, stripping and opaquing.

You get the accuracy of straightedges operating in geared racks. They lie flat on work up to $\frac{3}{4}$ " thick. Five sizes, with working surface of table 25"x38", 39"x51", 46"x66", 51"x76", 62"x84".

Write today for Folder.



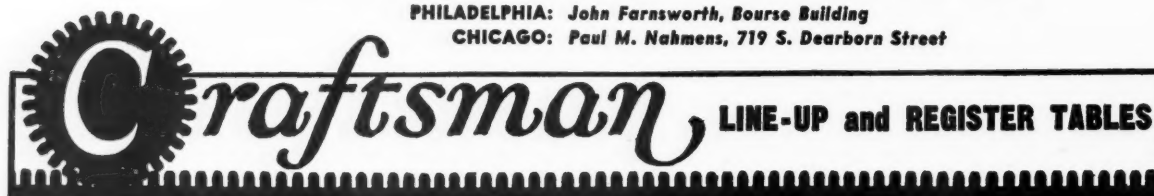
One of a complete line of Craftsman Line-Up and Register Tables

CRAFTSMAN LINE-UP TABLE CORPORATION

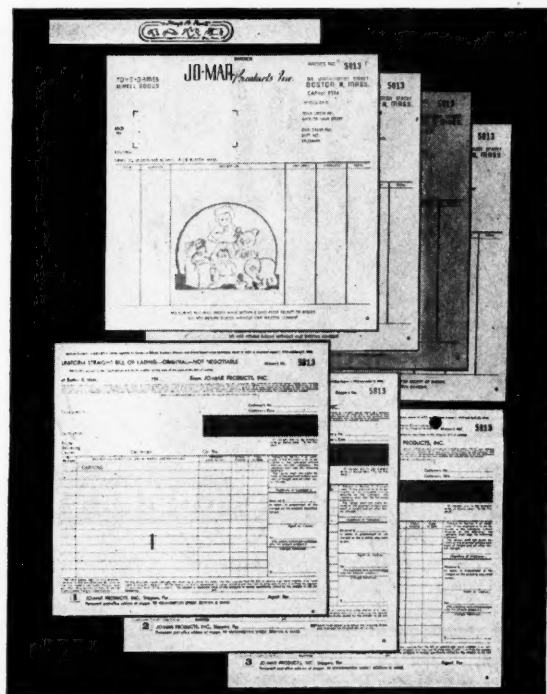
57 River St., Waltham 54, Mass. George H. Charnock, Jr., Gen. Mgr.

PHILADELPHIA: John Farnsworth, Bourse Building

CHICAGO: Paul M. Nahmens, 719 S. Dearborn Street



SELL . . . TIME SAVING FORMS

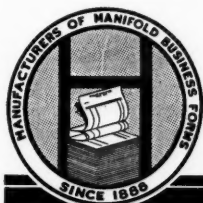


YOUR CUSTOMER SAVES and YOU PROFIT!

You profit when you sell a time saving Hano system . . . whether the form is a simple Autographic Register form or a combination Invoice - Factory Order - Bill of Lading - Snap-a-part, there is a good margin of profit for you.

Your repeat order protection from satisfied customers is only one of the many advantages for Hano Dealers.

Get the full story . . . write today.



WRITE FOR DEALER
PROPOSAL IF YOU ARE
LOCATED IN THE SOUTH
MIDDLE WEST or WEST

PHILIP HANO COMPANY
INCORPORATED
HOLYOKE, MASS.



GREETINGS

To the Great Industry

We Have Been Happy to Serve

With Quality Inks

For 25 Years



TRIANGLE

INK AND COLOR CO., INC.

305 EAST 45th STREET, NEW YORK 17, N. Y.

Murray Hill 5-0988-89



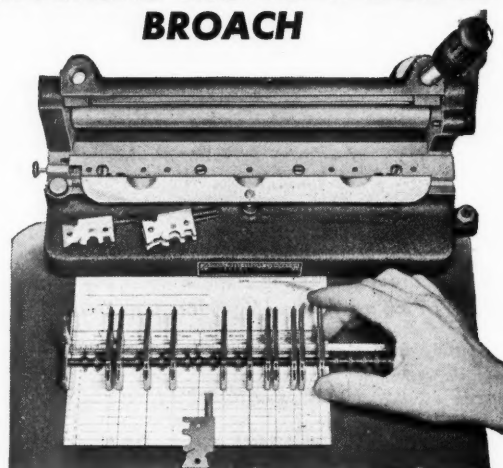
Wetter NUMBERING MACHINE

COMPANY

RULE FORMS?

Do Them the "EASY" Way! With the
**UNIVERSAL MONO-TABULAR
BROACH**

MN	H O U R L Y K W H							
	No. 1		No. 2		No. 3		No. 4	
	Meter	KWH	Meter	KWH	Meter	KWH	Meter	KWH
1 AM								
2								
3								
4								
5								
6								
1 PM								



Every Printer, Lithographer, Salesbook, Typesetting and Newspaper Job Plant should have this equipment, for better ways of Rule Form Make-up. Save half the make-up time—Minimize Make-Ready—Conserve Metal—Assures Quality Production and Satisfied Customers.



Write for particulars

UNIVERSAL MONO-TABULAR CORP.

SOLE MANUFACTURER—HONIG MULTIPLE BROACH
DALLAS 1, TEXAS

For

SHARP IMPRESSION

and

UNIFORM COVERAGE

Letterpress or Offset

Use G. B. & W.
BLACK INKS

Manufacturers of a full line
of quality printing and
lithographing inks for more than
a century and a quarter

ALSO

Die Stamping Inks • Varnishes
Dryers • Metal Decorating Inks

GAETJENS, BERGER & WIRTH, INC.

Quality Inks Since 1823
Brooklyn 1, New York: 35 York Street
Chicago 7, Ill.: 215 South Aberdeen Street

HAMILTON

Imposing Tables assembled
to your order to fit your
exact needs



• No two composing rooms are exactly alike in their requirements for lock-up surface and for form and material storage. That is why each Hamilton Imposing Table is individually assembled, from standard units, to your own specifications . . . and at no extra cost.

The variety of combinations is practically without limit. You can choose from 7 sizes of imposing surfaces and 34 different designs and sizes of storage units. There are units for every purpose: for reglet, furniture, galleys, letterboards, chases, sorts drawers, cut storage and miscellaneous lock-up materials.

Catalog No. 24 illustrates and describes 16 of the most frequently specified Hamilton Imposing Table assemblies. In addition, it helps you select the right imposing table for your needs. It also shows all of the available Hamilton assembly units with their dimensions and capacities. And there is a complete description of the easy step-by-step method for building up a Hamilton Imposing Table assembly to fit your exact needs. Write us for your free copy of Catalog No. 24 or ask your nearest Hamilton dealer.

HAMILTON

MANUFACTURING COMPANY

TWO RIVERS, WISCONSIN

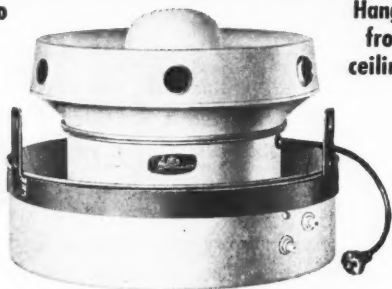
Prevent Dry-Air Shop Troubles with **WALTON** HUMIDIFIERS



PHOTO COURTESY OF DAVIS DELANEY, INC.,
SHOWS TYPICAL WALTON INSTALLATION

• Speed up Production by eliminating static and choke ups. Stop paper troubles, curled stock, wrinkled sheets, wavy outside edges and also give your workers a healthier atmosphere to work in.

Takes no
usable
space



Hangs
from
ceiling

WALTON INDUSTRIAL HUMIDIFIER
(HEAVY DUTY)

For FREE Information — Mail To-Day!

Walton Laboratories, Inc. Please refer to IP 12-7
Irvington II, N. J.

Kindly send us your latest brochure on Humidification for Printers, Lithographers and Binders.

Name

Company

Address



Smooth



Smooth Trojan "Super-Flat" gummed paper does a top job for both printer and customer. It is a dependable performer. Smooth Trojan "Super-Flat" is the solution to your pressroom needs; a pliable gummed paper which insures finer, better printing results. Trojan "Super-Flat" gummed paper is always uniform. It enables printers to produce distinctive labels, stickers and seals . . . smooth.

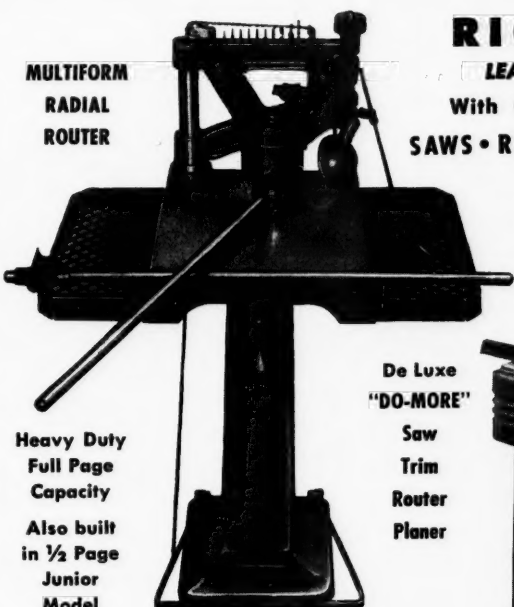
THE GUMMED PRODUCTS COMPANY

OFFICES ★ TROY, OHIO ★ MILLS

Chicago • Cincinnati • Cleveland • Los Angeles
New York • Philadelphia • St. Louis

"When you think of gummed products think of GUMMED PRODUCTS"

MULTIFORM
RADIAL
ROUTER



Heavy Duty
Full Page
Capacity
Also built
in 1/2 Page
Junior
Model

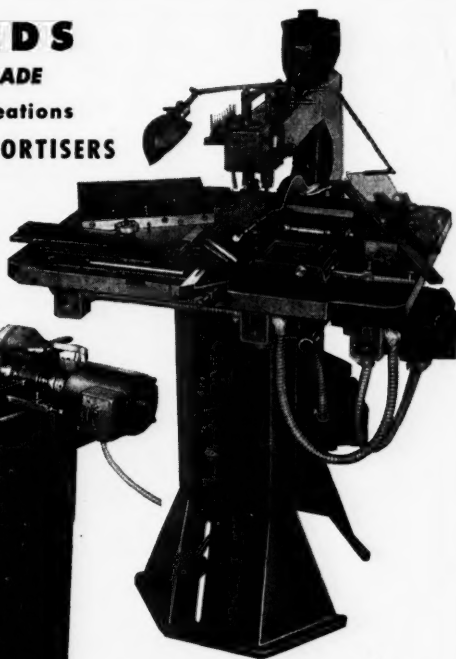
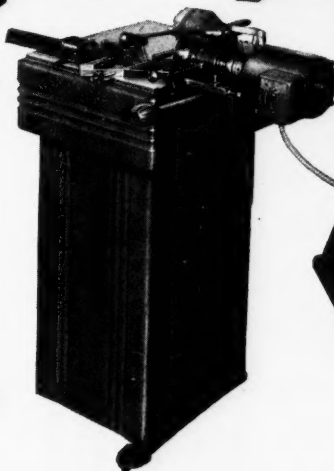
RICHARDS

LEADS THE PARADE

With Original Creations
SAWS • ROUTERS • MORTISERS

*With
Exclusive
Patented
Features*

De Luxe
"DO-MORE"
Saw
Trim
Router
Planer



Printers' "Electromatic"
Super Saw Trimmer
Jig Mortiser
Router • Planer

Write for descriptive literature on all machines

J. A. RICHARDS COMPANY
KALAMAZOO 13F, MICHIGAN

ENVELOPES OFFER WIDE SALES POSSIBILITIES

Every Business Requires Specialty Envelopes

WE SPECIALIZE IN YOUR UNUSUAL ENVELOPE NEEDS

The Justrite Line

Every type of business requires Specialty Envelopes to fit a specific need. Don't overlook these Envelope Sales Possibilities—they mean added profits for you. The Justrite Line offers the Stationer a source of supply for every envelope need—a factory where the Unusual becomes the Usual—years of solving envelope problems.

The Justrite Line has been "Custom-Built" around the specialized needs of Stationery Store customers. It offers you a wide variety of Envelope Specialties—plus the "know how" to work out your difficult problems.

Look over the following list of Specialties developed for the Stationery Store field. These are only a few of the items carried in stock on run 'to order'—and send us your difficult problems to work out. No job too small, and samples and prices will gladly be sent:

- ★ PASS BOOK JACKETS & DEPOSIT RECEIPT CASES—for Bank Pass Books, Receipts, etc.
- ★ CHECK ENVELOPES—with Special Window positions to fit any check.
- ★ WINDOW ENVELOPES—any size with windows in any special position.
- ★ BANKERS FLAP ENVELOPES—a complete line of Bank Envelopes for mailing, filing, coupons, handling currency, etc.
- ★ CURRENCY GIFT ENVELOPES—Engraved Money Holders for Card Counter sale and for Bank use at the Holiday Seasons.
- ★ SAVINGS BOND JACKETS—for U. S. Savings Bonds.
- ★ SAF-KEEP ENVELOPES—Claim Check envelopes widely used by Hotels and Public Gathering places.
- ★ FILING ENVELOPES—available Open End, Open Side, Flat or Expanding.
- ★ TAMPERPROOF or Safety Express envelopes—for mailing currency and Registered Mail.
- ★ ZEPHYR WEIGHT AIRMAIL ENVELOPES—modern design, light weight, rag content airmail envelope.
- ★ LIBRARY BOOK POCKETS—six styles for every Library need.
- ★ POLICY JACKETS—regular and window style, also glassine and cellophane.
- ★ PAYROLL ENVELOPES—used by all Industries for payroll distribution.
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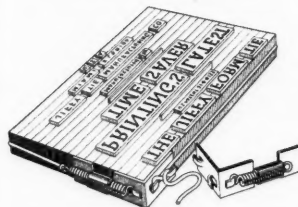
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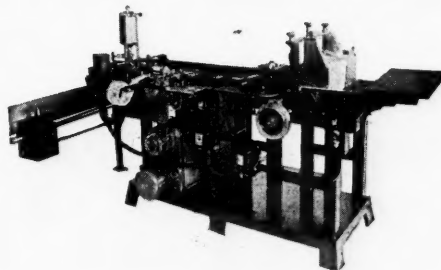
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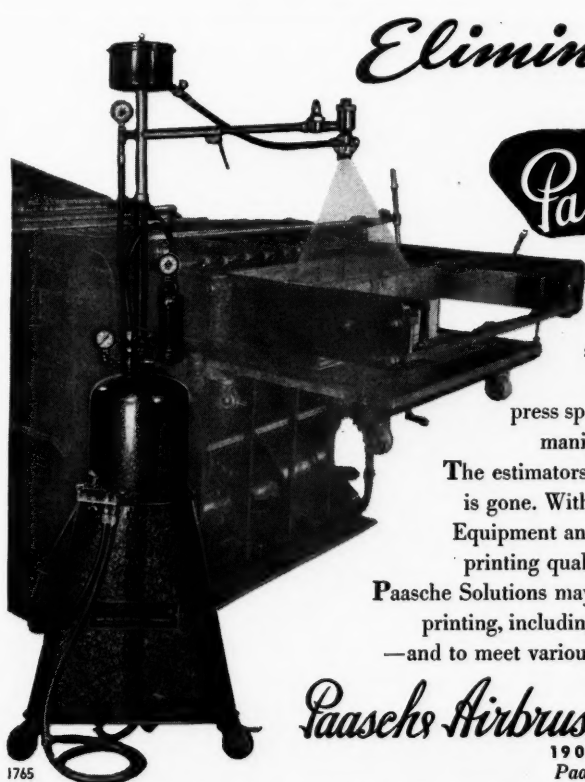
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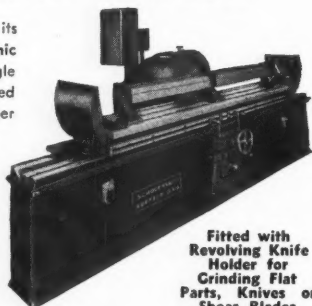
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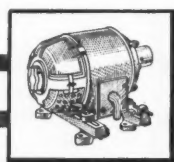
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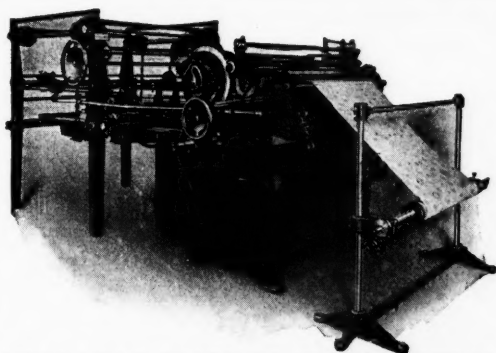
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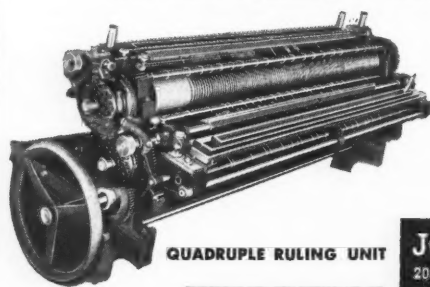
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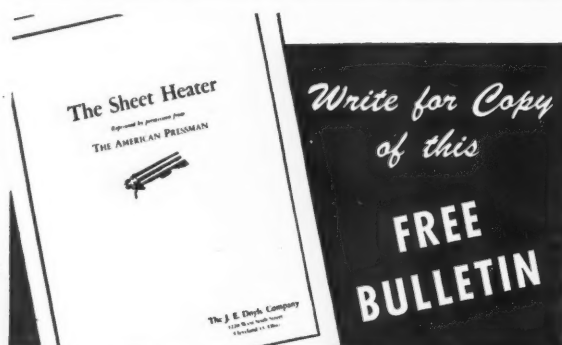
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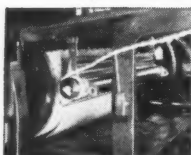
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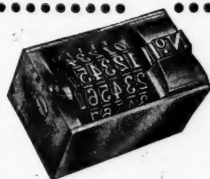
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THE INLAND PRINTER

Volume 120 ★ December 1947 ★ Number 3
PUBLISHED MONTHLY BY MACLEAN-HUNTER PUBLISHING CORPORATION

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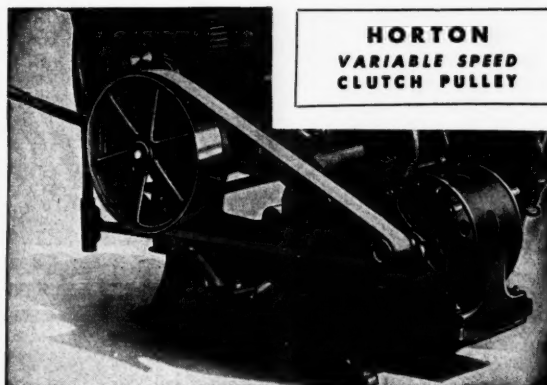
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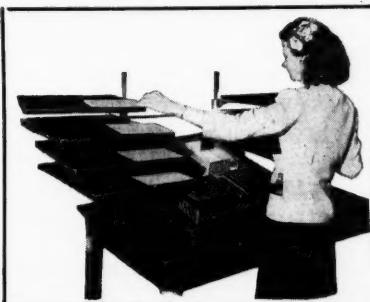
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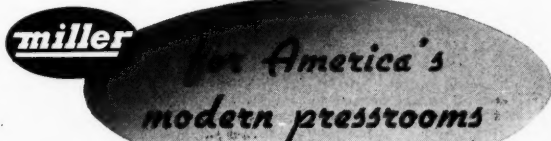
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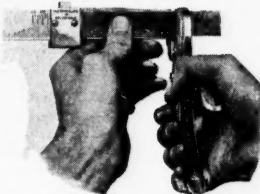
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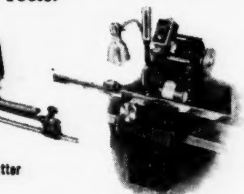
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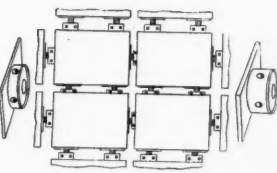
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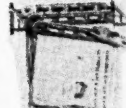
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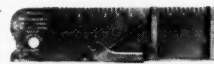
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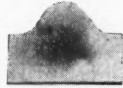
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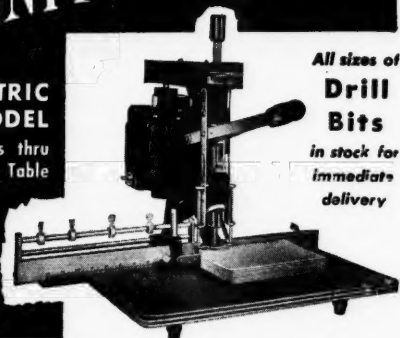
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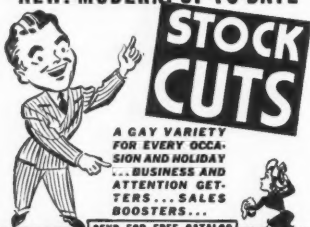
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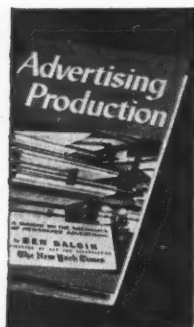
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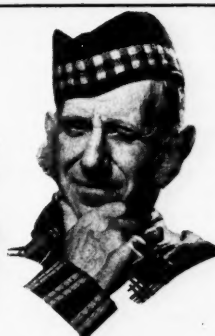
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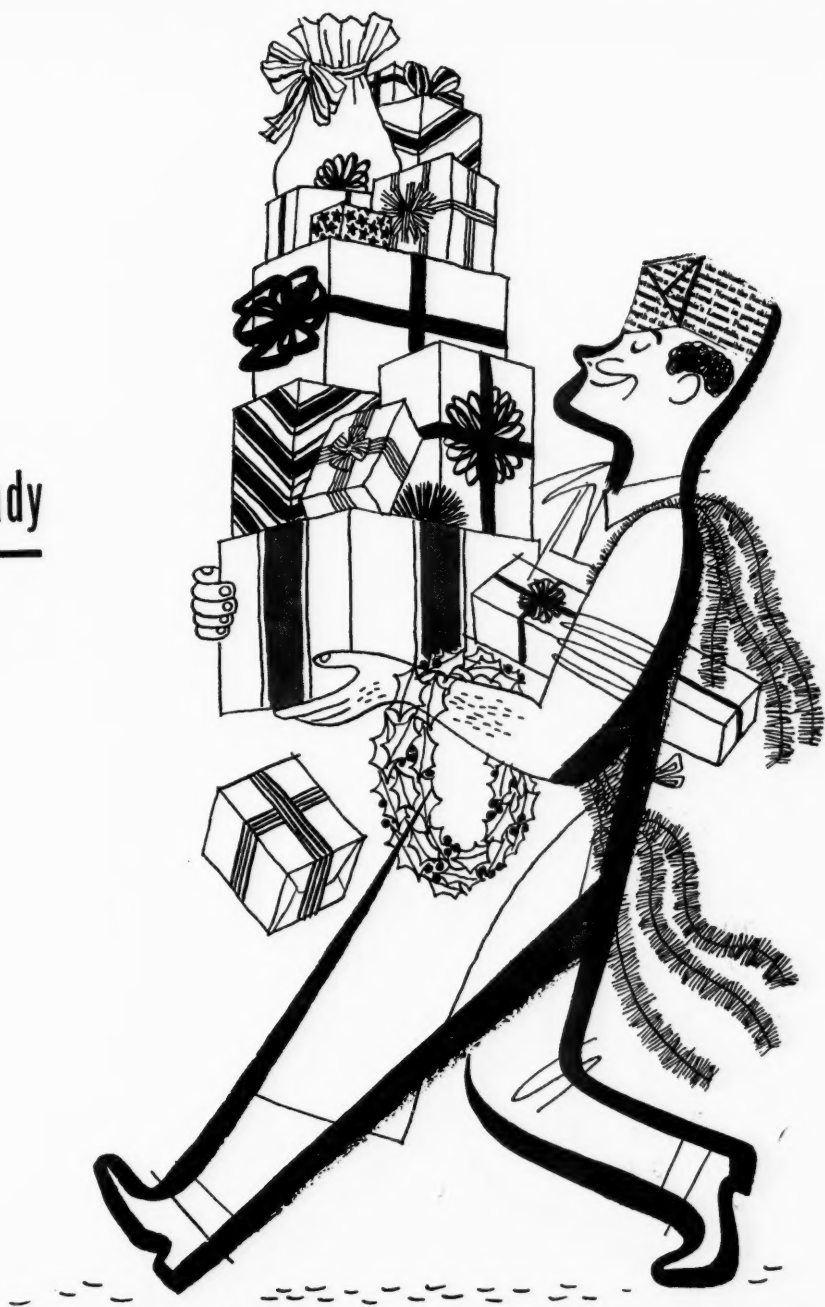
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G2-4 s.m.	1	1	4
G4	2	2	—
	3	1	—
	1	3	—
G4-2 s.m.	2	2	2
	3	1	2
	1	3	2
G4-4 s.m.	2	2	4
	3	1	4
	1	3	4

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